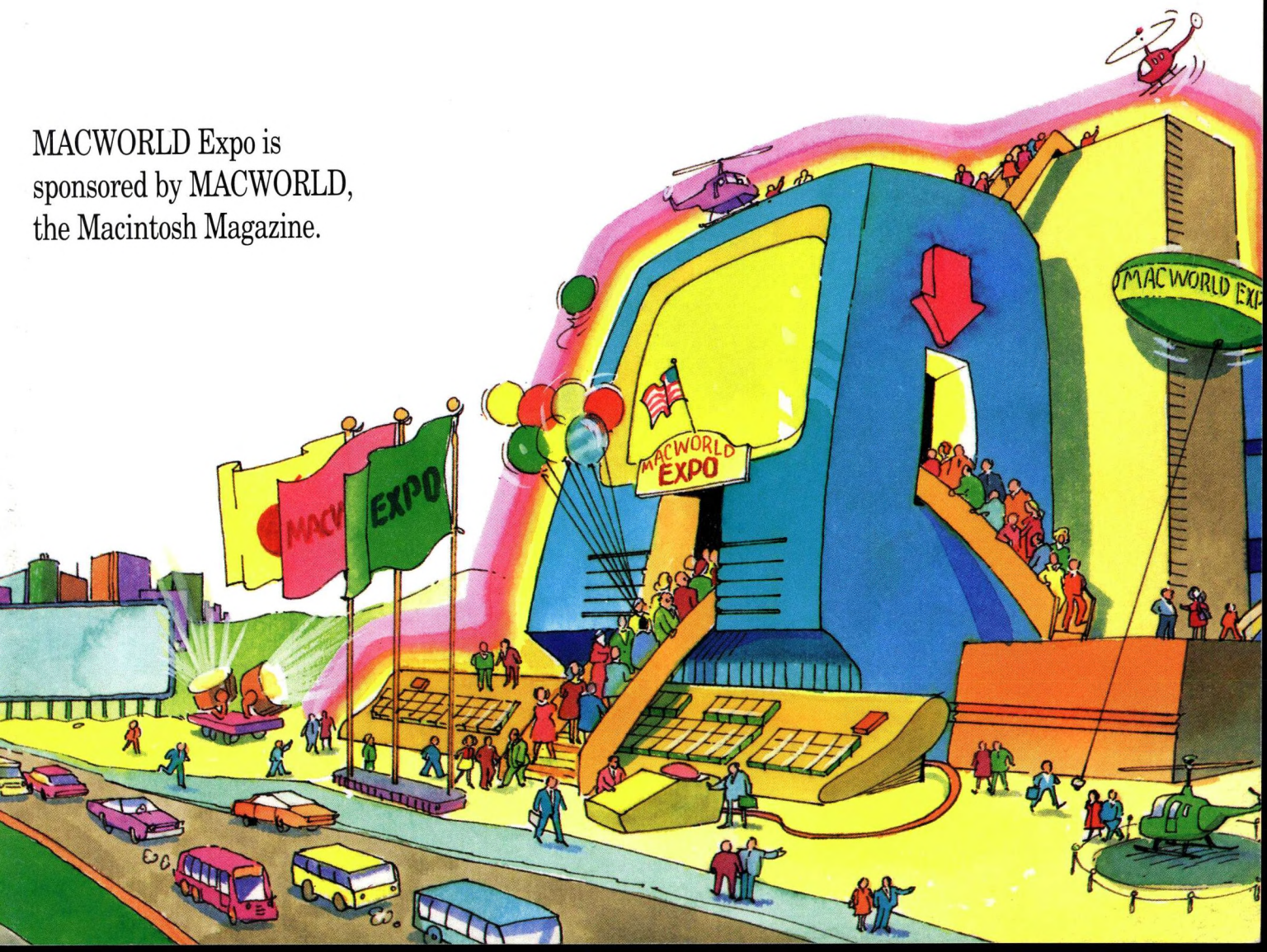


MACWORLD Expo/Boston

August 10-12, 1989

Program Guide

MACWORLD Expo is
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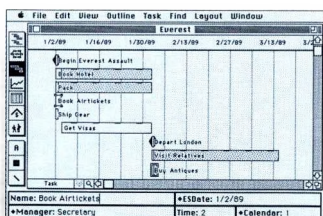
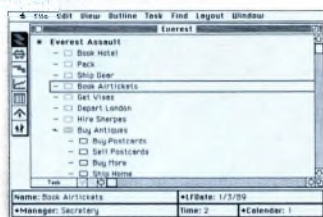


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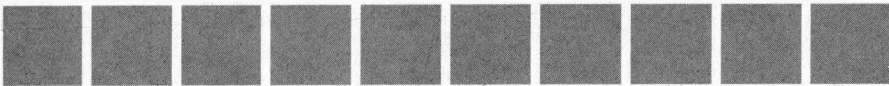


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General Information



Exhibit Hours:

Thursday - Friday: 10:00 a.m. - 6:00 p.m. **Saturday:** 10:00 a.m. - 3:00 p.m.

Conference Hours:

Thursday: 12:00 - 6:00 p.m. **Friday:** 12:00 - 6:00 p.m. **Saturday,** 12:00 - 3:00 p.m.
(Keynote sessions begin at 9:00 a.m. at the Wang Center.)

Drawing for American Airlines Tickets:

Be sure to trade in your "paper badge" for a "plastic badge" in order to be eligible for two free round-trip tickets from American Airlines. Simply follow the signs in the lobby to the trade-in center.

Free Shuttle Bus:

Don't drive! Take the MACWORLD Expo Express free shuttle to and from downtown hotels, Bayside Exposition Center, The World Trade Center, and The Wang Center.
See complete schedule on page 2.

Need a ride to MACWORLD Expo?

FREE SHUTTLE BUS SERVICE

August 10 - 12, 1989

Route #	Boarding Locations	Route #	Thursday & Friday August 10 & 11
1	Marriott Copley, Huntington Ave. (Colonnade guests board at the Marriott Copley.) Westin Copley, Huntington Ave. (Lenox Hotel and Copley Plaza guests board at the Westin Hotel.) 57 Park Plaza, Stuart St. (Ritz Carlton, Four Seasons and Quality Inn guests board at the 57 Park Plaza)	1, 2 & 3	8:15 a.m. - 11:00 a.m. 4:00 p.m. - 7:00 p.m.
2	Marriott Long Wharf, Wharf Rd. (Boston Harbor Hotel guests board at the Marriott Long Wharf.) Omni Parker House, Tremont St. Lafayette, Avenue de Lafayette	Route #	Saturday, August 12
3	Marriott Cambridge, Broadway St. Howard Johnson's, Memorial Dr. Hyatt Regency, Memorial Dr.	1, 2 & 3	8:15 a.m. - 11:00 a.m. 2:00 p.m. - 4:00 p.m.

Bus Route is:

Continuous shuttle service between
Bayside Exposition Center - Wang
Center - World Trade Center.

* Bus Schedule is subject to change.

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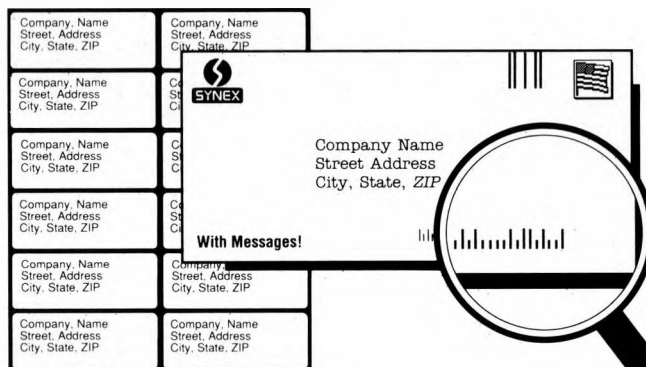
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WELCOME

Welcome to Boston and welcome to **MACWORLD EXPOSITION**. We are very excited to be back in Boston for the fifth straight year to bring you the world's largest and most comprehensive Macintosh event.

This year's Boston **MACWORLD EXPOSITION** features more than 400 exhibiting companies from all over the globe. During the next three days, beginners and Mac experts alike will have the unique opportunity to get the low-down on the latest Macintosh innovations from the industry leaders themselves.

When you combine the **SOLD OUT** exhibit halls with an extensive three-day conference program, you'll find more Mac-related information at **MACWORLD EXPOSITION** than anywhere in the world. If it has to do with Macintosh, you'll find it at **MACWORLD EXPOSITION** -- the original Macintosh computer show.

A special thanks to our exhibitors, vendors, speakers and to everyone who has helped make **MACWORLD EXPOSITION** the great event it is.

MACWORLD EXPOSITION and Mitch Hall Associates welcome your participation, and we look forward to a mutually successful three days.

Sincerely,

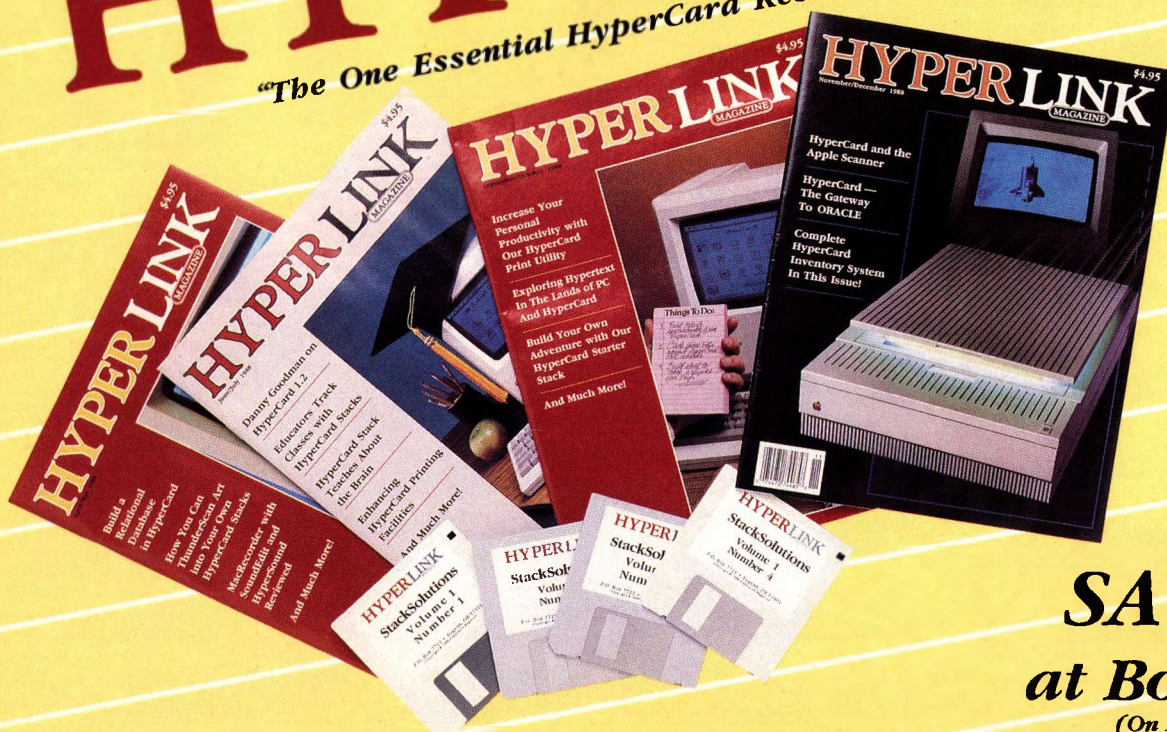
A handwritten signature in cursive script that reads "Mitch Hall".

Mitch Hall
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MWE89Boston

Time	#	Title	Room
9:00-9:50	1	Opening Session: John Sculley	Wang
10:00-11:50	2	Apple Technology Extravaganza, Part 1	Wang
12:00-12:50	5	Education Workshop: Applications for Your Classroom	WTC, <i>Auditorium</i>
	6	Introductory Workshop: Getting Started on Your Mac	WTC, <i>Harborview</i>
	7	Connectivity Session: Groupware and the Modern Office	BEC, <i>Room F</i>
	8	Introductory Workshop: The Beginner's Guide to Networking	BEC, <i>Room G</i>
1:00-1:50	13	Education Workshop: Networking on Campus	WTC, <i>Auditorium</i>
	14	Corporate User Solutions: Support from Apple (& How to Get It!)	WTC, <i>Harborview</i>
	15	Vendor Trends: The Multi-Media Mac	WTC, <i>Commercial</i>
	16	Connectivity Session: The MS-DOS/Mac Connection	BEC, <i>Room E</i>
	17	Vendor Trends: The Database Status Report	BEC, <i>Room F</i>
	18	Advanced User Tips: Desktop Publishing Power Tools	BEC, <i>Room G</i>
2:30-3:20	22	Advanced User Tips: Customizing Your Mac	WTC, <i>Commercial</i>
	23	Corporate User Solutions: Corporate Networking, Part 1	WTC, <i>Harborview</i>
	24	Mac Micro-Clinic: Mini-Symposium, Part 1	WTC, <i>Auditorium</i>
	25	Programmer/Developer Forum: C++ and MPW Report	BEC, <i>Room G</i>
	26	Special Session: Desktop Video Who's Doing What, and How?	BEC, <i>Room F</i>
	27	Advanced User Tips: Tips & Tricks for Desktop Presentation	BEC, <i>Room E</i>
4:00-4:50	31	Advanced User Tips: Animation Wizardry	WTC, <i>Commercial</i>
	32	Corporate User Solutions: Corporate Networking, Part 2	WTC, <i>Harborview</i>
	33	Mac Micro-Clinic: Mini-Symposium, Part 2	WTC, <i>Auditorium</i>
	34	Programmer/Developer Forum: MacApp Report	BEC, <i>Room G</i>
	35	Vendor Trends: What's New in Desktop Presentations	BEC, <i>Room F</i>
	36	Advanced User Tips: 50 Practical Tips for Business Users	BEC, <i>Room E</i>
5:00-5:50	39	Corporate User Roundtable	WTC, <i>Harborview</i>
	40	Macworld Expo User Group Extravaganza (MUSE), Part 1: What's New and Exciting on the Show Floor!	BEC, <i>Room E</i>

Time	#	Title	Room
9:00-9:50	41	Keynote Session: Jean-Louis Gasse	Wang
10:00-11:50	42	Apple Technology Extravaganza, Part 2	Wang
12:00-12:50	45	Connectivity Session: Hot Mac-VAX Trends	WTC, <i>Harborview</i>
	46	Introductory Workshop: Beginner's Guide to Spreadsheets	WTC, <i>Auditorium</i>
	47	Education Workshop: Hypercard in Education	BEC, <i>Room F</i>
	48	Home Office/Small Business How-To's: The Home Office Survival Guide	BEC, <i>Room E</i>
	49	Introductory Workshop: Getting Started/Desktop Publishing	BEC, <i>Room G</i>
1:00-1:50	53	Connectivity Session: Mac-to-Host Solutions	WTC, <i>Harborview</i>
	54	Advanced User Tips: How to Become a Power User	WTC, <i>Commercial</i>
	55	Vendor Trends: Emerging Technology Update	WTC, <i>Auditorium</i>
	56	Education Workshop: Multimedia Tips for Teachers	BEC, <i>Room F</i>
	57	Home Office/Small Business How-To's: Hardware/Software/Services for the Small Business	BEC, <i>Room E</i>
	58	Corporate User Solutions: Insider's Tips/Telecommunications	BEC, <i>Room G</i>
2:30-3:20	62	Special Session: System 7.0 Software	WTC, <i>Harborview</i>
	63	Advanced User Tips: Security in a Multi-User Environment	WTC, <i>Commercial</i>
	64	Mac Micro-Clinic: The Mac in the Law Office	WTC, <i>Auditorium</i>
	65	Advanced User Tips: Great Graphics Tips!	BEC, <i>Room E</i>
	66	Mac Micro-Clinic: The Mac in Health Care	BEC, <i>Room F</i>
	67	Corporate User Solutions: The Corporate Database	BEC, <i>Room G</i>
4:00-4:50	71	Programmer/Developer Forum: Mac Allegro Common Lisp Report	WTC, <i>Harborview</i>
	72	Advanced User Tips: Mac Productivity Tools	WTC, <i>Commercial</i>
	73	Mac Micro-Clinic: CAD on the Mac	WTC, <i>Auditorium</i>
	74	Advanced User Tips: HyperCard Tips and Tricks	BEC, <i>Room E</i>
	75	Vendor Trends: The Outlook for Desktop Publishing	BEC, <i>Room F</i>
	76	Corporate User Solutions: Using Multimedia to Solve Business Problems	BEC, <i>Room G</i>
5:00-5:50	79	MACWORLD Expo User Group Extravaganza(MUSE), Part 2: Running a User Group	WTC, <i>Auditorium</i>
	80	Education User Roundtable	BEC, <i>Rm. E</i>

Time	#	Title	Room
9:00-9:50	81	Keynote Session: Alan Kay	Wang
10:00-11:50	82	Apple Technology Extravaganza, Part 3	Wang
12:00-12:50	85	Education Workshop: Desktop Publishing Tips for Teachers	WTC, <i>Auditorium</i>
	86	Home Office/Small Business How-To's: Prospering with Fewer People	WTC, <i>Harborview</i>
	87	Introductory Workshop: Friendly Guide to HyperCard	WTC, <i>Commercial</i>
	88	Connectivity Session: Mac-to-Mac Connectivity Update	BEC, <i>Room F</i>
	89	Introductory Workshop: Getting Started with Databases	BEC, <i>Room G</i>
1:00-1:50	93	Education Workshop: Educator's Quest for Apple Support	WTC, <i>Auditorium</i>
	94	Home Office/Small Business How-To's: Tips for Growing Your Business	WTC, <i>Harborview</i>
	95	Vendor Trends: The Graphics Outlook	WTC, <i>Commercial</i>
	96	Connectivity Session: Network Security: Myth or Reality?	BEC, <i>Room F</i>
	97	Programmer/Developer Forum: Meet the Programmers!	BEC, <i>Room E</i>
	98	Mac Micro-Clinic: Music on the Mac	BEC, <i>Room G</i>
2:00-3:00	102	Home Office/Small Business User Roundtable	WTC, <i>Harborview</i>
	103	MACWORLD Expo User Group Extravaganza (MUSE), Part 3: topic to be determined on-site!	BEC, <i>Room F</i>

BEC indicates Bayside Exposition Center
WTC indicates World Trade Center



1989

MACWORLD Expo/Boston Conference at a Glance





Conference Schedule by Location

THURSDAY, AUGUST 10

WANG CENTER

TIME	#	TITLE	
9:00-9:50	1	Opening Presentation: John Sculley	
10:00-11:50	2	Apple Technology Extravaganza, Part 1 Dazzling the Future: CPU's, Peripherals, Multimedia, and Advanced Technologies	
		WORLD TRADE CENTER	BAYSIDE EXPO CENTER
TIME	#	TITLE	ROOM
12:00-12:50	5	Education Workshop: Applications for Your Classroom	Auditorium
	6	Introductory Workshop: Getting Started on Your Mac	Harborview
1:00-1:50	13	Education Workshop: Networking on Campus	Auditorium
	14	Corporate User Solutions: Support from Apple (And How to Get It!)	Harborview
	15	Vendor Trends: The Multimedia Mac	Commercial
2:30-3:20	22	Advanced User Tips: Customizing Your Mac	Commercial
	23	Corporate User Solutions: Corporate Networking, Part 1	Harborview
	24	Mac Micro-Clinic: Mini-Symposium, Part 1	Auditorium
4:00-4:50	31	Advanced User Tips: Animation Wizardry	Commercial
	32	Corporate User Solutions: Corporate Networking, Part 2	Harborview
	33	Mac Micro-Clinic: Mini-Symposium, Part 2	Auditorium
5:00-5:50	39	Corporate User Roundtable	Harborview
	7	Connectivity Session: Groupware & the Modern Office	Room F
	8	Introductory Workshop: The Beginner's Guide to Networking	Room G
	16	Connectivity Session: The MS-DOS/Mac Connection	Room E
	17	Vendor Trends: The Database Status Report	Room F
	18	Advanced User Tips: Desktop Publishing Power Tools	Room G
	25	Programmer/Developer Forum: C++ and MPW Report	Room G
	26	Special Session: Desktop Video: Who's Doing What, & How?	Room F
	27	Advanced User Tips: Tips & Tricks for Desktop Presentations	Room E
	34	Programmer/Developer Forum: The MacApp Report	Room G
	35	Vendor Trends: What's New in Desktop Presentations	Room F
	36	Advanced User Tips: 50 Practical Tips for Business Users	Room E
	40	MACWORLD Expo User Group Extravaganza (MUSE), Part 1: What's New and Exciting on the Show Floor!	Room E

Conference Schedule by Location

FRIDAY, AUGUST 11

WANG CENTER

TIME	#	TITLE
9:00-9:50	41	Keynote Presentation: ENJOY REALITY - Jean-Louis Gasse
10:00-11:50	42	Apple Technology Extravaganza, Part 2 The State of the Mac and Beyond: System Software

WORLD TRADE CENTER

TIME	#	TITLE	ROOM
12:00-12:50	45	Connectivity Session: Hot Mac-VAX Trends	Harborview
	46	Introductory Workshop: The Beginner's Guide to Spreadsheets	Auditorium
1:00-1:50	53	Connectivity Session: Mac-to-Host Solutions	Harborview
	54	Advanced User Tips: How to Become a Power User	Commercial
	55	Vendor Trends: Emerging Technology Update	Auditorium
2:30-3:20	62	Special Session: What Does System 7.0 Software Mean for the Future?	Harborview
	63	Advanced User Tips: Maintaining Security in a Multi-User Environment	Commercial
	64	Mac Micro-Clinic: The Mac in the Law Office	Auditorium
4:00-4:50	71	Programmer/Developer Forum: Macintosh Allegro Common Lisp Report	Harborview
	72	Advanced User Tips: Mac Productivity Tools	Commercial
	73	Mac Micro-Clinic: CAD on the Mac	Auditorium
5:00-5:50	79	MACWORLD Expo User Group Extravaganza (MUSE), Part 2: Running a User Group	Auditorium

BAYSIDE EXPO CENTER

#	TITLE	ROOM
47	Education Workshop: HyperCard in Education	Room F
48	Home Office/Small Business How-To's: The Home Office Survival Guide	Room E
49	Introductory Workshop: Getting Started in Desktop Publishing	Room G
56	Education Workshop: Multimedia Tips for Teachers	Room F
57	Home Office/Small Business How-To's: Hardware/Software/Services for the Small Business	Room E
58	Corporate User Solutions: Insider's Tips on Telecommunications	Room G
65	Advanced User Tips: Great Graphics Tips!	Room E
66	Mac Micro-Clinic: The Mac in Health Care	Room F
67	Corporate User Solutions: The Corporate Database	Room G
74	Advanced User Tips: HyperCard Tips & Tricks	Room E
75	Vendor Trends: The Outlook for Desktop Publishing	Room F
76	Corporate User Solutions: Using Multimedia to Solve Business Problems	Room G
80	Education User Roundtable	Room E

Conference Schedule by Location

SATURDAY, AUGUST 12

WANG CENTER

TIME	#	TITLE
9:00-9:50	81	Keynote Presentation: FROM ACTIONS TO AGENTS - Alan Kay
10:00-11:50	82	Apple Technology Extravaganza, Part 3 What's Ahead and Under the Hood: Networking and Communications

WORLD TRADE CENTER

TIME	#	TITLE	ROOM
12:00-12:50	85	Education Workshop: Desktop Publishing Tips for Teachers	Auditorium
	86	Home Office/Small Business How-To's: Prospering with Fewer People	Harborview
	87	Introductory Workshop: Friendly Guide to HyperCard	Commercial
1:00-1:50	93	Education Workshop: The Educator's Quest for Apple Support	Auditorium
	94	Home Office/Small Business How-To's: Tips for Growing Your Business	Harborview
	95	Vendor Trends: The Graphics Outlook	Commercial
2:00-3:00	102	Home Office/Small Business User Roundtable	Harborview

BAYSIDE EXPO CENTER

#	TITLE	ROOM
88	Connectivity Session: Mac-to-Mac Connectivity Update	Room F
89	Introductory Workshop: Getting Started with Databases	Room G
96	Connectivity Session: Network Security: Myth or Reality?	Room F
97	Programmer/Developer Forum: Meet the Programmers!	Room E
98	Mac Micro-Clinic: Music on the Mac	Room G
103	MACWORLD Expo User Group Extravaganza(MUSE), Part 3: topic to be determined on-site!	Room F



Dayna Puts DOS On The Desktop.

At Dayna, we believe there's only one place to make Macintosh® and MS-DOS® compatible. On the desktop.

That's why we developed DaynaFILE™, an external drive that lets a Macintosh read and write all types of MS-DOS disks as easily as if they were Macintosh disks. And DOS Mounter™, a System utility that makes accessing MS-DOS disks just as easy for the new Macintosh FDHD™ Superdrive.

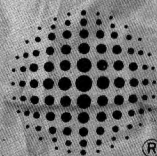
DaynaFILE and DOS Mounter make MS-DOS data look and behave just like Macintosh! Disks appear as icons that you open with a click. MS-DOS subdirectories look like folders, and files look like Macintosh documents.

And with Extension Mapping™ to link MS-DOS file extensions with Macintosh applica-

tions, opening a DOS file is as easy as clicking the mouse. From disk to desktop, directly.

DaynaFILE and DOS Mounter. What a combination! Put them both on an SE/30 or a IIfx and read any DOS disk. Whatever its size. Whatever its format. As easily as a Macintosh disk.

So let's put our cards on the table. And our disks on the desktop. Nobody does DOS better than Dayna.



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DaynaFILE prices start at \$650 retail. DOS Mounter, \$89.95 retail. Dayna and the Dayna logo are registered trademarks and DaynaFILE and DOS Mounter are trademarks of Dayna Communications, Inc. All other product names are trademarks or registered trademarks of their respective holders.



A Guide to the Conference Program

Welcome to the new look of the MACWORLD Expo Conference Program — even more sessions covering even more topics, and offering more tips, pointers, how-to's, trend reports, and nuts-and-bolts than ever before!

First, there's the cornerstone of the MACWORLD Expo Conference:

Introductory Workshops, for those just getting started with the Mac, or who need a quick, concentrated lesson on the most popular Mac applications.

- Getting Started on Your Mac (Session 6)
- The Beginner's Guide to Networking (Session 8)
- The Beginner's Guide to Spreadsheets (Session 46)
- Getting Started in Desktop Publishing (Session 49)
- A Friendly Guide to HyperCard (Session 87)
- Getting Started with Databases (Session 89)

Vendor Updates/Trends Sessions, the *only* place in the conference program where vendors are invited to discuss their products in light of exciting new developments and technologies in the marketplace — and what impact such trends will have on users.

- The Multimedia Mac (Session 15)
- The Database Status Report (Session 17)
- What's New in Desktop Presentations (Session 35)

- Emerging Technology Update (Session 55)
- The Outlook for Desktop Publishing (Session 75)
- The Graphics Outlook (Session 95)

Advanced User Tips, where bona fide, experienced *users* share their expertise with other users to reveal hot new ideas and insider's tricks.

- Desktop Publishing Power Tools (Session 18)
- Customizing Your Mac (Session 22)
- Tips and Tricks for Desktop Presentations (Session 27)
- Animation Wizardry (Session 31)
- 50 Practical Tips for Business Users (Session 36)
- Becoming a Power User (Session 54)
- Maintaining Security in a Multi-User Environment (Session 63)
- Great Graphics Tips! (Session 65)
- Mac Productivity Tools (Session 72)
- HyperCard Tricks and Tips (Session 74)

Programmer/Developer Forums, the place for veteran and novice techies to brainstorm and learn about innovative advances and techniques.

- The C++ and MPW Report (Session 25)
- The MacApp Report (Session 34)
- Macintosh Allegro Common Lisp Report (Session 71)
- Meet the Programmers! (Session 97)

MACWORLD Expo User Group Extravaganza (MUSE) — the indisputably reliable source for users to share information, compare tips and strategies, discuss their concerns and problems, and get hard-hitting answers to questions.

- MUSE, Part 1: What's New and Exciting on the Show Floor (Session 40)
- MUSE, Part 2: Running a User Group (Session 79)
- MUSE, Part 3: *Agenda to be determined on-site!* (Session 103)

And now — what's new in MACWORLD Expo/Boston:

Solutions for Corporate Users — recognizing the unique problems of users in large companies, these sessions will provide hard-hitting, no-nonsense pointers to help solve them.

- Support from Apple (And How to Get It!) (Session 14)
- Corporate Networking, Part 1 (Session 23)
- Corporate Networking, Part 2 (Session 32)
- Insider's Tips on Telecommunications (Session 58)
- The Corporate Database (Session 67)
- Using Multimedia to Solve Business Problems (Session 76)

Education Workshops — a golden opportunity for teachers and administrators from kindergarten through graduate school to learn how their colleagues across the country are using the Mac to greater advantage.

- Applications for Your Classroom (Session 5)
- Networking on Campus (Session 13)
- HyperCard in Education (Session 47)



A Guide to the Conference Program

- Multimedia Tips for Teachers
(Session 56)
- Desktop Publishing Tips for Teachers
(Session 85)
- The Educator's Quest for Apple Support
(Session 93)

Mac Micro-Clinics — smaller, more intimate sessions, designed specifically to serve the needs of the amazingly broad range of special interest groups who are finding new ways to profit from the Mac.

- International Issues, Part 1
(Session 24)
- International Issues, Part 2
(Session 33)
- The Mac in the Law Office
(Session 64)
- The Mac in Health Care
(Session 66)
- CAD on the Mac
(Session 73)
- Music on the Mac
(Session 98)

How-To's for the Home Office/Small Business — resources and recommendations especially useful to the Macintosh home office worker, along with tips on starting your own business with the Mac.

- The Home Office Survival Guide
(Session 48)
- Hardware/Software/Services for the Small Business
(Session 57)
- Prospering with Fewer People
(Session 86)
- Tips for Growing Your Business
(Session 94)

User Roundtables — A unique opportunity for users with similar interests and backgrounds to compare notes and start a "people network" — a chance to brainstorm with others who are faced with similar challenges and who are using the Macintosh to help solve some thorny problems.

Corporate User Roundtable — corporate users share successes and problems with other corporate Mac users, and learn tips and pointers for using the Mac more effectively in a corporate environment.
(Session 39)

Education User Roundtable — educators and administrators from all four corners of the U.S. pool their resources, share their findings, and discuss their problems relative to the use of the Macintosh in education.
(Session 80)

Home Office/Small Business User Roundtable — You're not alone out there! You'd be surprised to learn how many other Macintosh users are grappling with (and solving!) the same home office/small business problems you face. Come to this informal session to compare notes with them.
(Session 102)

Connectivity Mini-Conference — sessions to discuss the latest trends and innovations in networking and connectivity — and to put you in touch with users who might be solving the very same problems that are driving you crazy.

- Groupware and the Modern Office
(Session 7)
- The MS-DOS/Mac Connection
(Session 16)
- Hot Mac-VAX Trends
(Session 45)
- Mac-to-Host Solutions
(Session 53)
- Mac-to-Mac Connectivity Update
(Session 88)
- Network Security: Myth or Reality?
(Session 96)

Conference at The Wang Center — to start you off with appropriate inspiration, each day of MACWORLD Expo/Boston will begin at the Wang Center, with a keynote session guaranteed to rekindle the spirit. But that's *only* the beginning: each day's keynote will be followed by the star-studded, fact-packed . . .

APPLE TECHNOLOGY EXTRAVAGANZA!

. . . for the first time ever, anywhere! A truly dazzling event, hosted by Apple Computer, giving MACWORLD Expo attendees the inside story on product development at Apple: how it all began, where it's headed — and what future developments you can start getting excited about!

User Group Info Exchange Room — as a special service to the 1300+ Macintosh user groups nationwide, MACWORLD Expo is providing a unique opportunity for "people-networking." On Wednesday August 9 through Saturday August 12, the Harborside Room at the World Trade Center will be set up as the User Group Info Exchange Room so that you can:

- meet other members of user groups from near and far;
- exchange newsletters and literature with other groups;
- share ideas and success stories;
- hear about innovative programs other user groups have started in their regions;
- discover the exciting network that is growing rapidly among user groups in the U.S.;
- learn how to start a group in your area;
- and more!

The User Group Info Exchange Room will be open:

Wednesday - 9:00 a.m. - 3:00 p.m.
Thursday - 9:00 a.m. - 6:00 p.m.
Friday - 9:00 a.m. - 6:00 p.m.
Saturday - 9:00 a.m. - 3:00 p.m.

Dealer.

You Could Buy From A Dealer. When you're ready to upgrade your Macintosh system with peripherals, buying from a dealer is one option. The dollar figures shown here are actual suggested retail prices. Dealers may offer you their "courtesy" discounts, but any way you cut it, you're going to pay more.

\$2,519

\$1895

Mass Micro 45MB Removable Hard Drive. The current best-selling removable hard drive utilizes SyQuest technology for dependability. Very practical. Very expensive.



\$429

Apple 800K External Floppy Disk Drive. If you absolutely have to have the little Apple logo on it to match your other hardware, buy it. But it's a lot to pay for a little apple.



\$195

DATADESK MAC-101 Keyboard. The most popular third-party keyboard on the market; light to the touch, heavy on the price.



SEE YOU AT MACWORLD
BOSTON
BOOTH NO. 521

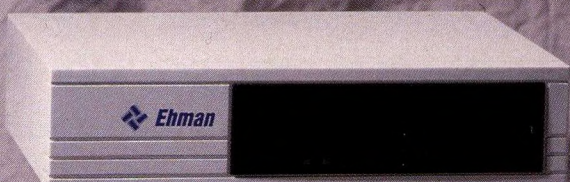
Deal.

But You Can Do Better With Ehman. Ehman doesn't have a fancy carpeted showroom and an expensive sales staff. We don't have mark-ups as high as 50% either. What we do have is high-quality peripherals, technical support, and customer service, all at less than half the cost of a dealer.

\$1,097

\$849

Ehman 45MB Removable Hard Drive. Just introduced, it also has award winning SyQuest technology, and the best features of the Mass Micro except one. The high price.



\$149

Ehman 800K External Floppy Disk Drive. Also recently introduced, it utilizes proven Fujitsu technology for quiet performance and reliability. It will save you lots of time, and nearly 300 bucks.



\$99

Ehman Extended Keyboard. This critically acclaimed keyboard has tactile feedback, positive response keys, a two year warranty, and all the functions you want in an extended keyboard, plus one. A functional price.



For the best value go direct to the source. Call Ehman's toll-free number, 1-800-257-1666, U.S., or 1-307-789-3830 world-wide. Overnight delivery via Federal Express. Visa, Mastercard, and American Express welcome. Ehman has been manufacturing quality peripherals since 1985 and backs every item with a 30 day hassle-free return policy and a 2-year limited warranty.



Ehman

1-800-257-1666

Conference Program Descriptions

Thursday, August 10

9:00-9:50

Session 1

Wang Center

Opening Session:

John Sculley, Chairman and CEO, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Thursday, August 10

10:00-11:50

Session 2

Wang Center

Apple Technology Extravaganza, Part 1:
**Dazzling the Future:
CPU's, Peripherals, Multimedia,
and Advanced Technologies**

Ed Birss, Apple V.P. of Product Engineering, will host this session which will focus on how the personal computer experience is manifested in the hundreds of details that go into the design of products. Also highlighted will be how Apple computers are designed today — and an illustration of key technologies for the future.

Thursday, August 10

12:00-12:50

Session 5, Auditorium

WTC

Education Workshop:
**Applications for Your
Classroom**

Educators of all kinds are benefitting from inventive, powerful uses of the Macintosh in a wide variety of classroom settings. This session will look at the exciting role the Macintosh is playing in the classroom and beyond.

Thursday, August 10

12:00-12:50

Session 6, Harborview

WTC

Introductory Workshop:
Getting Started on Your Mac

Specifically designed for the Macintosh beginner, this session covers subjects especially valuable to the new user. You will learn: useful hints, tips, and shortcuts; what type of hardware and software are best for your needs; where to find the kind of training that will help you the most; how to find good computer dealers and retailers; how concerned you need to be about viruses. Plus, the confusing version numbers and upgrade options will be explained. And more! Bring your questions for discussion. You'll take home some very helpful tips to make you more proficient and your Mac more productive.

Jack Hodgson, Founding Director, BCS.MAC; c/o AdvenTech, 1016 East El Camino, Suite 102, Sunnyvale, CA 94086 (Moderator);

Sherman Boyson, Systems Coordinator, Brown University, Box 1907, Providence, RI 02912;

Rob Hafer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;

Nancy Jean Torner, Office Manager, BCS.Mac, 48 Grove Street, Somerville, MA 02144.

Thursday, August 10

12:00-12:50

Session 7, Room F

BEC

Connectivity Session:
Groupware & the Modern Office

Leading Macintosh, networking, and groupware authorities discuss, debate, and demonstrate the role of Groupware in the business office of today and tomorrow. Is Groupware real? Does it have any value? What issues do vendors and customers face in reaching practical solutions for workgroup productivity? What's the holdup — why don't we have a lot of great Groupware now?

Amy Wohl, President, Wohl Associates, 555 City Line Avenue, Suite 240, Bala Cynwyd, PA 19004 (Moderator);
Daniel Cheifetz, President, Odesta Corporation, 4084 Commercial Avenue, Northbrook, IL 60062;
Peter Friedman, Group Market Manager Customer Satisfaction, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Nat Goldhaber, Partner, Cole Gilburne Fund, 2560 Ninth Street, Berkeley, CA 94710;
Spencer Leyton, President and CEO, Saros Corporation, 10900 N.E. Eighth Street, Bellevue, WA 98004;
Andrew Singer, Vice President, Engineering, Radius, Inc., 404 East Plumeria, San Jose, CA 95134.

Thursday, August 10

12:00-12:50

Session 8, Room G

BEC

Introductory Workshop:
**The Beginner's Guide to
Networking**

This session will guide you through the alphabet soup surrounding networking, and will discuss some of the ways to link your Macs in a productive network. Building on the "plug and play" concepts of LocalTalk, you'll see how you can easily build a small network and then determine when it's time to upgrade and redesign parts of your network for better efficiency. The panel will cover such issues as the AppleTalk network design, cabling choices, and problems with current network software.

Stephen Howard, Assistant Reviews Editor, *MacWEEK*, 301 Howard Street, San Francisco, CA 94105.

Conference Program Descriptions

Thursday, August 10

1:00-1:50

Session 13, Auditorium

WTC

Education Workshop:

Networking on Campus

This non-technical seminar is for university network administrators, those contemplating installing networks on campus, and network users. Whether you have 20 Macs or 2000, alone or mixed with other computers, learn from our expert panelists.

Sharon Zardetto Aker, Contributing Editor, *MacUser*, 950 Tower Lane, Foster City, CA 94404 (Moderator); **John Farago**, CUNY Law School at Queen's College, 65-21 Main Street, Flushing, NY 11367; **James W. Matthews**, Software Development, Kiewit Computation Center, Dartmouth College, Hanover, NH 03755; **Dr. Richard Wolfson**, Professor, Department of Technology, Montclair State College, Upper Montclair, NJ 07043.

Thursday, August 10

1:00-1:50

Session 14, Harborview

WTC

Corporate User Solutions:

Support from Apple (And How to Get It!)

This panel of corporate users will share strategies on how they're helping their end users by establishing an internal support infrastructure, utilizing a combination of support programs, products, and services from Apple Computer such as Technical Bulletins, AppleLink, and Apple Software Update Program. Also on the agenda: the benefits of empowering your internal support efforts; how to organize a support infrastructure/system in-house; using a bulletin board system and writing newsletters; establishing in-house user groups and working with community or professional user groups; software updating strategies. If you are responsible for in-house support of computer users in your corporation, you won't want to miss this session.

Don Marzetta, Manager, Support Product Marketing, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014 (Co-Moderator); **Donald Roux**, Technical Services Manager, Eastern Operations, Apple Computer, Inc., 2 Manhattanville Road, Purchase, NY 10577 (Co-Moderator); **Ira Barron**, BELLCORE, 3321 Newman Springs Road, NVC 1C 425, Red Bank, NJ 07701; **Cassandra Cummings**, Information Systems Department, DuPont Company, Mellon Bank Center, Room G-920, Tenth & Market Streets, Wilmington, DE 19898; **Bill Edwards**, Eastman Kodak Company, TER, 100 Kings Highway South, Suite 1000, Rochester, NY 14617; **Don Fannon**, Citibank - The Lab, 220 East 42nd Street, New York, NY 10017; **Bob Marder**, Westinghouse Electric, 9200 Berger Road, Columbia, MD 21045; **Dick Shay**, Engineering Computer Services, GTE Government Services, 77 A Street, Bldg. 8, Dept. 667, Needham Heights, MA 02194; **Karen Thomas**, Martin Marietta, 6303 Ivy Lane, Greenbelt, MD 20770.

Thursday, August 10

1:00-1:50

Session 15, Commercial Complex

WTC

Vendor Trends:

The Multimedia Mac

Apple Computer has taken the lead in developing the concept of multimedia computing, with a marketing program called Desktop Media. Using many technologies like CD-ROM, Video Grabbers, and animation software, multimedia computing is quickly becoming the darling of the presentation market, as well as an important part of a company's marketing program. This panel of experts will look at the various technologies that vendors will supply for multimedia computing, and look at the direction this market is taking in the world of business. They will also discuss the new program Apple has launched to get this idea firmly planted in the marketplace, and look at its potential impact on Apple's

chances of attracting more corporate business in the future.

Tim Bajarin, Publisher, *Multi-Media Computing & Presentations*, Creative Strategies Research International, 2900 Gordon Avenue, Suite 100, Santa Clara, CA 95051 (Moderator); **Peter Black**, President, Xiphias, Inc., 13464 Washington Boulevard, Marina Del Rey, CA 90292; **Marc Canter**, Chairman, MacroMind, Inc., 1028 West Wolfram Street, Chicago, IL 60657; **Elon Gasper**, President, Bright Star Technology, Inc. 1450 114th Avenue S.E., Suite 200, Bellevue, WA 98004; **Tom Massie**, Executive Vice President, Marketing, Mass Micro Systems, 550 Del Rey, Sunnyvale, CA 94086; **Dave Ushijima**, Executive Editor, *MACWORLD*, 501 Second Street, San Francisco, CA 94107.

Thursday, August 10

1:00-1:50

Session 16, Room E

BEC

Connectivity Session:

The MS-DOS/Mac Connection

Contrary to popular belief, the Macintosh and IBM PC can work together easily — without dividing data and users into two incompatible camps. This session explains all the options for achieving a smooth and productive workflow between PC and Mac users, covering solutions from direct connections, to exchanging floppy disks, to networking. Find out the best ways to move your data — and your employees — between America's two leading business machines.

Charles Seiter, Contributing Editor, *MACWORLD*, 501 Second Street, San Francisco, CA 94107 (Moderator); **Paul D. Parisi**, Datalex Corporation, 62 High Street, Suite 4, Topsfield, MA 01983.

Conference Program Descriptions

Thursday, August 10

1:00-1:50

Session 17, Room F

BEC

Vendor Trends:

The Database Status Report

A discussion of current and future trends in the volatile database market. In this panel discussion, you will hear vendors asked tough questions, describe what their products are doing for users, and provide answers to the questions you bring to the session.

Rich Coulombre and **Rick Kollmeyer**, Co-Owners, The Support Group, 70 Walnut Street, Wellesley, MA 02181 (Moderators);

Thursday, August 10

1:00-1:50

Session 18, Room G

BEC

Advanced User Tips:

Desktop Publishing Power Tools

The best authorities in the desktop publishing field aren't the people who *sell* the products — they're the people who *use* them. Experience in the field leads to the kind of practical hands-on tips, techniques, workarounds, and do's and don'ts that these advanced users will share. Expect frank, no-holds-barred commentary from this panel of desktop experts.

Suzanne Watzman, Chairman, Watzman + Keyes Information Design, 222 Third Street, Cambridge, MA 02139.

Thursday, August 10

2:30-3:20

Session 22, Commercial

WTC

Advanced User Tips:

Customizing Your Mac

Inside tips for hard-disk users on how to make all of your work run faster, smoother, and more efficiently. You'll get advice on how to structure folders and save-files; learn how to add command-key shortcuts to any menu in any program you own; see how to install your own FKeys; and find out about some especially powerful and useful desk accessories. No need to be a technical wizard to unlock the power of your Mac.

Robert Eckhart, Contributing Editor, *MACWORLD*, 501 Second Street, San Francisco, CA 94107 (Moderator);

Andy Reese, Newsletter Editor, Apple Corps of Dallas, 11212 Indian Trail, Dallas, TX 75229;

Doug Rudman, Public Domain Librarian, Apple Corps of Dallas, 1715 North Broadway, Carrollton, TX 75006.

Thursday, August 10

2:30-3:20

Session 23, Harborview

WTC

Corporate User Solutions:

Corporate Networking, Part 1

Corporate users discuss problems and solutions surrounding security, piracy, site license administration, and other network management issues.

Kurt Vandersluis, President, The Network Group, 128 North 82nd, Seattle, WA 98103 (Moderator);
Price Collins, Program Manager, Product Applications, General Electric Company, 1285 Boston Avenue, Bldg. 30EW, Bridgeport, CT 06602;
David Gursky, Member, Tech. Staff, The Mitre Corporation, 7525 Colshire Drive, MS Z080, McLean, VA 22102;
Ken Krich, Vice President, Operations, ComputerWare, 2800 West Bayshore Road, Palo Alto, CA 94303;
Shelton Lankford, Manager, Publications Services Department, GTE WIS Division, One Federal Street, Billerica, MA 01821.

Thursday, August 10

2:30-3:20

Session 24, Auditorium

WTC

Mac Micro-Clinic:

International Mini-Symposium, Part 1

This innovative mini-symposium will have a revolving panel which will include international distributors representing 15 countries, and U.S. developers including Silicon Beach, Farallon, Fox Software, Cayman Systems, Techexport, Presentation Technologies, Shiva, CE Software, and Symantec, confronting each other face-to-face on such international issues as: localization, licensing, piracy, gray marketing, communications, manufacturing, financial, legal and technical considerations, contracts, support, and marketing.

Randy Green, President, GreenTree Associates, One Faneuil Hall Marketplace, Boston, MA 02109. (Moderator)
Al Bacon, International Sales Manager, Silicon Beach Software, 9770 Carroll Center Road, Suite J, San Diego, CA 92126;

Mike Feinstein, Director of Strategic Sales, Cayman Systems, 26 Lansdowne Street, Cambridge, MA 02139;

Lene Gottlieb, Director/President, InterMac Distribution a/s, Egebaekvej 98, DK2850 Naerum, Denmark;

Kevin Hawkins, New Products Director, Principal Distribution Ltd., Carrs Industrial Estate, Haslingden, Lancashire BB4 5HU, U.K.;

Jari Heinonen, Managing Director, Acom Oy, Hannuksentie 1, SF-02271 Espoo, Finland;

Jose Miguel Herrero, Managing Director, HSC Industrial, S.A., c/o Fundadores, 25, 28028 Madrid, Spain;
Christoph Jaggi, CEO, Systrade AG, Kanalstrasse 31, 8152 Glattbrugg, Switzerland;

Ingemar Lindgren, President, Software Plus AB, Importgatan 10-12, S-600 02 Norrköping, Sweden;

Dan McKenzie, President, McKenzie Brown, Canada, Inc., 2176 Torquay Mews, Mississauga, Ontario L5N 2M6, Canada;

Paul Miller, International Marketing, CE Software, 1854 Fuller Road, West Des Moines, IA 50265;

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

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Seminars and Short Training Sessions

Note: No badge required for admission

Thursday, August 10

Fundamentals of Macintosh Programming (Training Session)

Location: Cityside Room, WTC
Time: Noon - 1:30 p.m.

Course familiarizes programmers new to Macintosh environments with the Macintosh Operating System architecture. Attendees will learn about the structure and design of Macintosh applications and how the Macintosh Operating System manages user and system events, user interface elements, graphics, memory, file operations, and printing.

End-User Programming: A Market Definition

Location: Cityside Room, WTC
Time: 2:30 - 3:30 p.m.

In-depth look at who will be using end-user programming tools and applications, what they'll be looking for in toolsets, and the solutions that will be created by users of the toolsets.

MacWorkStation Report

Location: Cityside Room, WTC
Time: 4:00 - 5:00 p.m.

Overview and actual demonstration of MacWorkStation™ programs including the use of current utility programs available, MWS Dialog Builder, and MWS Event Handler.

Friday, August 11

A Technical Introduction to MacApp and Object-Oriented Programming (Training Session)

Location: Cityside Room, WTC
Time: 11:00 a.m. - 1:00 p.m.

Introductory seminar on object-oriented programming using MacApp and Object Pascal. Provides a broad overview of MacApp software and demonstrates what it's like to develop a complete application.

Getting Started in Macintosh Development

Location: Cityside, WTC
Time: 1:30 - 2:30 p.m.

Session for programmers new to Macintosh programming and unfamiliar with the products and services Apple offers. Overviews include important development tools and systems, Apple Partners and Associates Programs, the Apple Programmers and Developers Association (APDA™).

HyperCard: A New Model for Developers

Location: Cityside Room, WTC
Time: 4:00 - 5:30 p.m.

As systems evolve into object-oriented worlds, the roles of software developers will shift as the user plays a more active role in creating the final product. HyperCard is a step in this direction and is a model for developers positioning themselves in the '90s.

Saturday, August 12

Getting Started in Macintosh Development

Location: Cityside Room, WTC
Time: 11:00 a.m. - Noon

(See previous description)

Fundamentals of Macintosh Programming (Training Session)

Location: Cityside Room, WTC
Time: 1:00 - 3:00 pm.

(See previous description)

Apple, the Apple logo, HyperCard, MacApp, and Macintosh are registered trademarks of Apple Computer, Inc. APDA, MPW, and MacWorkStation are trademarks of Apple Computer, Inc.

Allegro Common Lisp is a trade mark of Franz, Inc. © 1989 Apple Computer

Conference Program Descriptions

Eric Neilson, International Sales Manager, Farallon Computing, 2150 Kittredge Street, Berkeley, CA 94704;
Richard Ney, Director of Marketing, Fox Software, Inc., 118 W. South Boundary, Perrysburg, OH 43551;
Michael Poliza, President, PRISMA Computertechnologie, Handelsgesellschaft mbh, Wandsbeker Zollstrasse 87-89, 2000 Hamburg 70, West Germany;
Dale Quam, President, Signal Software, Weteringschans 106, 1017 XS Amsterdam, Netherlands;
Greg Richtarek, Int'l Sales Manager, Presentation Technologies, 743 North Astoria Avenue, Sunnyvale, CA 94086;
Dan Schwinn, President, Shiva Corporation, 155 Second Street, Cambridge, MA 02141;
Chuck Sharp, Vice President, Marketing, Techexport, One North Avenue, Burlington, MA 01803;
Dana Siebert, Symantec Corp., 10201 Torre Avenue, Cupertino, CA 95014;
Dr. Atsuhiko Soda, Managing Director, Hi-Tecs, Tomoe Trading, Inc., 100 Marine Parkway, #435, Redwood City, CA 94065;
Livio Valdemarin, President, Elcom srl, Corso Italia 149, 34170 Gorizia, Italy.

Thursday, August 10

2:30-3:20

Session 25, Room G

BEC

Programmer/Developer Forum:

The C++ and MPW Report

Apple has been developing an MPW implementation of AT&T's C++ language for several months. Attend this session for an update on the status of the C++ project, along with an update on several other important MPW-related projects.

David A. Wilson, President, Personal Concepts, 635 Wellsbury Way, Palo Alto, CA 94306 (Moderator);
Dave Burnhard, Apple Engineering, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Tim Swihart, Product Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Joel West, President, Palomar Software, P.O. Box 120, Oceanside, CA 92054.

Thursday, August 10

2:30-3:20

Session 26, Room F

BEC

Special Session:

Desktop Video: Who's Doing What, & How?

A lively session in which experienced users of Mac-based desktop video will show their work, then discuss the hardware and software challenges they faced in creating their projects and getting them transferred to video-tape.

Bob LeVitus, Author/Consultant, 8903 Scottish Pastures Drive, Austin, TX 78750 (Moderator).

Thursday, August 10

2:30-3:20

Session 27, Room E

BEC

Advanced User Tips:

Tips and Tricks for Desktop Presentations

This session will explore the leading-edge methods that are currently being used to create desktop presentations, by people who are fresh from the trenches of consumerism. Included will be tips and how-to's, along with pitfalls to be avoided at almost any cost.

Keith Thompson, President, Lexington Research, Inc., P.O. Box 26, Lexington, MA 02173;
Kate Hasy Thompson, Partner, The MacConsortium, 53 Creighton Street, Cambridge, MA 02140.

Thursday, August 10

4:00-4:50

Session 31, Commercial

WTC

Advanced User Tips:

Animation Wizardry

Dazzling demonstrations and insider's tricks on some of the hottest new Mac animation products, in a session that will leave you begging for more!

Erfert Fenton, Contributing Editor, *MACWORLD*, 501 Second Street, San Francisco, CA 94107 (Moderator);
Marnie Morris, President, Animatrix, Inc., 2133 Yale, Palo Alto, CA 94306.

Thursday, August 10

4:00-4:50

Session 32, Harborview

WTC

Corporate User Solutions:

Corporate Networking, Part 2

Corporate users continue a thought-provoking discussion of problems and potential solutions surrounding security, piracy, site license administration, and other network management issues (*see Part 1, Session 23*).

Thursday, August 10

4:00-4:50

Session 33, Auditorium

WTC

Mac Micro-Clinic:

International Mini-Symposium, Part 2

(For detailed description, see Session 24.)

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Conference Program Descriptions

Thursday, August 10

4:00-4:50

Session 34, Room G

BEC

Programmer/Developer Forum:

The MacApp Report

An overview of recent changes to MacApp, Apple's object-oriented programming framework, will be presented in this session. You will also get a chance to hear MacApp developers relate their success stories to you and tell you what it's like to program in an object-oriented environment.

Carl Nelson, President, MacApp Developers' Association, 4327 Rucker Ave., Everett, WA 98203. (Moderator)
Steve Burbeck, Product Manager, Object-Oriented Developer Products, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014; and an exciting array of MacApp Developers.

Thursday, August 10

4:00-4:50

Session 35, Room F

BEC

Vendor Trends:

What's New in Desktop Presentations

All the pieces are now in place to create great presentation visuals using the Macintosh, whether it's overhead transparencies, 35mm slides, electronic presentations, or an alternative from the range of multimedia that offers sound, animation, and live video. Exciting new ways to show data and to output high-quality color are becoming readily available, and this session brings you up to date on them.

Dr. William L. Coggshall, President, Desktop Presentations, Inc., 253 Martens Avenue, Suite 10, Mountain View, CA 94040 (Moderator);
Kenneth Coleman, Vice President, Imaging Technology, Autographix, Inc., P.O. Box 9031, Waltham, MA 02544;
Ames Cornish, Desktop Presentations Marketing Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;

Lewis Levin, Group Product Manager, Graphics Business Unit, Microsoft Corporation, 2460 Sand Hill Road, Menlo Park, CA 94025;

David Whitney, Director, Outlining and Presentations, Symantec Corporation, 10201 Torre Avenue, Cupertino, CA 95014.

Thursday, August 10

4:00-4:50

Session 36, Room E

BEC

Advanced User Tips:

50 Practical Tips for Business Users

Dozens of ways to improve producing using today's four most popular business applications: PageMaker, FileMaker, Microsoft Excel, and Microsoft Word. Hosted by C.J. Weigand, author of the best-selling Que book "Using PageMaker" (Macintosh Version), with a panel of recognized experts that includes Douglas "Sandy" MacKay (FileMaker Business Solutions), Ray Heizer (The Excellent Exchange), and Eric Taub (Microsoft Word Tips). A golden hour of practical hints, tips, and insights guaranteed to save you time and money on the job!

C.J. Weigand, Editor-at-Large, *Personal Publishing*, P.O. Box 647, Gales Ferry, CT 06335 (Moderator);

Ray Heizer, President, Heizer Software, Inc., P.O. Box 232019, Pleasant Hill, CA 94523;

Douglas "Sandy" MacKay, President, Packer Software, 12 Roosevelt Avenue, Mystic, CT 06355;

Eric Taub, Contributing Editor, *Personal Publishing*, 191 South Gary Avenue, Carol Stream, IL 60540.

Thursday, August 10

5:00-5:50

Session 39, Harborview

WTC

Corporate User Roundtable

A unique opportunity for corporate users to share successes and problems with other corporate Mac users in an informal atmosphere. You will learn: tips and pointers for using the Mac more effectively in a corporate environment; how your counterparts in other organizations are solving the problems that are driving you crazy; and a few surprises.

(The Corporate User Roundtable is a complimentary service provided to all MACWORLD Expo attendees; it is not restricted to those who have purchased a Conference ticket.)

James E. Martin, President and Publisher, Macworld Communications, 501 Second Street, San Francisco, CA 94107 (Moderator);

Steve Broughall, President, Pentagon MUG, 1225 Walter Street, S.E., Washington, DC;

Bob Marder, Apple Support Coordinator, Westinghouse Electric, 9200 Berger Road, Columbia, MD 21046;

Eric Rall, Sales Engineer, W.R. Grace & Co., P.O. Box 2117, Baltimore, MD 21203;

Robert L. Schaffer, Jr., Member of the Technical Staff, The Mitre Corporation, 600 Maryland Avenue, S.W., Washington, DC 20024.



BEC

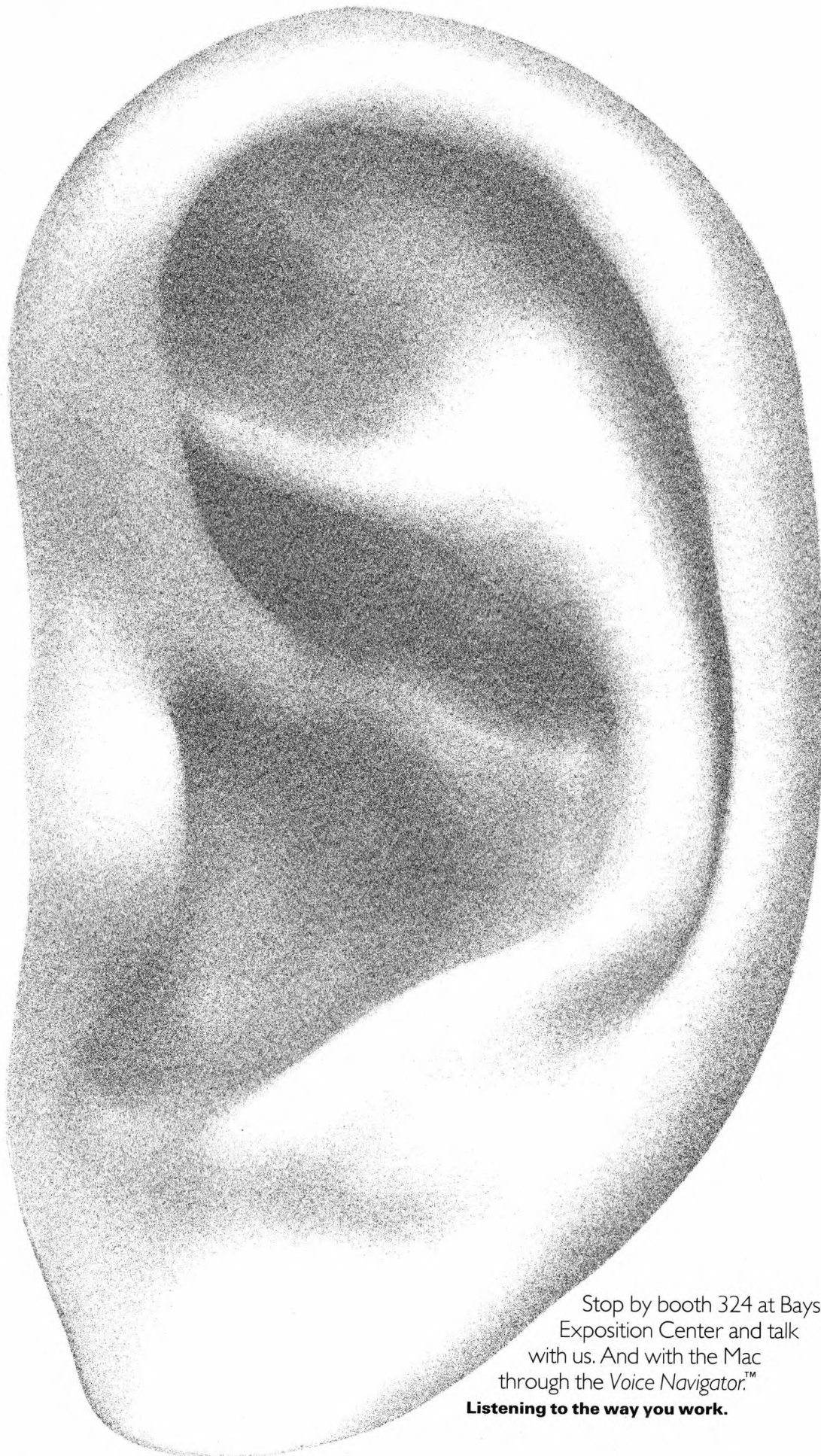
Bob West, Chairman, Apple Corps of Dallas, 1715 North Broadway, Carrollton, TX 75006.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



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Exposition Center and talk
with us. And with the Mac
through the *Voice Navigator*.™

Listening to the way you work.

Conference Program Descriptions

Friday, August 11

9:00-9:50

Session 41 Wang Center

Keynote Presentation:
ENJOY REALITY

Jean-Louis Gasse, President, Apple Products, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Friday, August 11

10:00-11:50

Session 42 Wang Center

Apple Technology Extravaganza, Part 2:
The State of the Mac & Beyond: System Software

To give you a feel for where Apple will be taking the Macintosh system, this session — hosted by Apple V.P. of Product Marketing Randy Battat and featuring an exciting array of Apple engineers and product managers — will describe Apple's direction and demonstrate work in progress on their next major release, System 7.0.

Friday, August 11

12:00-12:50

Session 45, Harborview WTC

Connectivity Session:
Hot Mac-VAX Trends

Connecting Macintoshes to a Digital host can unify your office computing. This session will explore: why one would want to integrate the two environments; what's possible today; the architectures that make connectivity possible, along with their implications; how to choose the products that best fit your needs; and more.

Brita Meng, East Coast Editor, *MACWORLD*, 33 West Street, Fifth Floor, Boston, MA 02111 (Moderator).

Friday, August 11

12:00-12:50

Session 46, Auditorium WTC

Introductory Workshop:
The Beginner's Guide to Spreadsheets

In plain English, everything you'll need to cut through the jargon and the vendor hype to understand what Macintosh spreadsheets can (and cannot!) do for you, along with advice on how to select the package that will best meet your needs.

Suzanne Stefanac, Associate Editor/Features, *MACWORLD*, 501 Second Street, San Francisco, CA 94107 (Moderator).

Friday, August 11

12:00-12:50

Session 47, Room F BEC

Education Workshop:
HyperCard in Education

Exciting examples of applications for which educators have found HyperCard to be an invaluable tool.

Friday, August 11

12:00-12:50

Session 48, Room E BEC

Home Office/Small Business How-To's:
The Home Office Survival Guide

More and more people are forsaking the traditional workplace for an office at home — and have found the Mac ideally suited to their style. Yet the lone entrepreneur has special needs and concerns not shared by corporate Mac users in large companies. This session will focus on resources and recommendations especially useful to the Macintosh home office worker.

Cynthia Harriman, Author, *Mac Small Business Companion*, 57 South St., Portsmouth, NH 03801 (Moderator);
J. Martin Dalglish, President, Waterloo Associates, Inc., 26 Prentiss Lane, Belmont, MA 02178;
Bill Dodson, Author/Consultant, 41 Wyman Terrace, Arlington, MA 02142.

Friday, August 11

12:00-12:50

Session 49, Room G BEC

Introductory Workshop:
Getting Started in Desktop Publishing

Choosing the right desktop publishing tools from what is now a confusing array demands some hard decisions. This session is designed to provide you with the background you'll need on the most popular desktop publishing products, along with tips, insights, and guidelines on how to choose and use the hardware and software that best meet your particular needs.

Barbara Macy, President, Macintosh Consultants, 11 Harwich Road, Longmeadow, MA 01106;
Margie Ploch, President, The Publisher's Edge, P.O. Box 180145, Austin, TX 78718;
Kate Hatsy Thompson, Partner, The MacConsortium, 53 Creighton Street, Cambridge, MA 02140.

Conference Program Descriptions

Friday, August 11

1:00-1:50

Session 53, Harborview

WTC

Connectivity Session:

Mac-to-Host Solutions

The new wave of host integration products is leading us into a trend toward cooperative processing — i.e., using personal computers to interact with mainframes rather than just emulating terminals. Cooperative processing will provide users with processing at both the Mac level and the host level. This session will provide an insightful discussion of developing trends and their likely impact on micro and mainframe users.

Ted Leonsis, President, Redgate Communications Corporation, 660 Beachland Boulevard, Vero Beach, FL 32963 (Co-Moderator);

Peter Hirshberg, Manager, Host Systems Integration, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014 (Co-Moderator).

Friday, August 11

1:00-1:50

Session 54, Commercial

WTC

Advanced User Tips:

Tips, Techniques, and Advice on Becoming a Power User

Learn to use your Macintosh better, faster, and more elegantly. Panelists will describe their favorite time- and money-saving hints, and recommend time- and money-saving software.

Bob LeVitus, Author/Consultant, 8903 Scottish Pastures Drive, Austin, TX 78750 (Moderator);

David Biedny, Contributing Editor, *MacWEEK*, 301 Howard Street, San Francisco, CA 94105;

Mark Loncar, Technical Supervisor, BBDO, 10960 Wilshire Boulevard, Los Angeles, CA 90024;

Friday, August 11

1:00-1:50

Session 55, Auditorium

WTC

Vendor Trends:

Emerging Technology Update

A provocative look at some of the more exciting new technologies that are about to impact all Macintosh users in a big way.

Tom Moran, Associate Editor/News, *MACWORLD*, 501 Second Street, San Francisco, CA 94107 (Moderator).

Friday, August 11

1:00-1:50

Session 56, Room F

BEC

Education Workshop:

Multimedia Tips for Teachers

A discussion and demonstration of one of the most exciting tools ever made available to the education community, along with examples of how teachers are using multimedia to enhance education in a variety of settings.

Liza Weiman, Assistant Editor, *MACWORLD*, 501 Second Street, San Francisco, CA 94107 (Moderator).

Friday, August 11

1:00-1:50

Session 57, Room E

BEC

Home Office/Small Business How-To's:

Hardware/Software/Services for the Small Business

A powerhouse of tips, guidelines, and pitfalls to avoid in getting your home office configured for efficiency and streamlined for success.

Lawrence J. Magid, Columnist, *The Los Angeles Times*, 1132 Crompton Road, Redwood City, CA 94061 (Moderator).

Friday, August 11

1:00-1:50

Session 58, Room G

BEC

Corporate User Solutions:

Insider's Tips on Telecommunications

A cornucopia of time- and trouble-saving hints and tips covering a wide spectrum of telecommunications issues, including: **FAX**: the advantages and disadvantages of current Macintosh FAX modems; several uses of standalone FAX machines; the use of the FAX as a marketing tool. **E-Mail**: an overview of the various electronic mail systems currently available, ranging from resident applications on your Mac to commercial information networks; hints and tips to optimize system performance in a multi-vendor environment. **Corporate Bulletin Board Systems**: how to decide between in-house bulletin board systems and private areas on commercial information networks; and more.

Bruce R. Tizes, M.D., Chief Science Officer, *MacGuide Magazine*, 550 South Wadsworth, Suite 411, Lakewood, CO 80226 (Moderator);

Bob Anderson, Product Manager, AppleFax Modem, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 94014;

Stuart Gitlow, Chief System Operator, Mac Symposium/CONNECT;

Roger Munford, Publisher, *MacGuide Magazine*, 550 South Wadsworth, Suite 411, Lakewood, CO 80226;

Jahan Salehi, President, Maya Computer Company, 40 Garden Road, Columbus, OH 43214;

Neil Shapiro, Chief Sys Op, MAUG, c/o MCU, Inc., P.O. Box 520, Bethpage, NY 11714;

Dick Skeie, President, CE Software, Inc., 1854 West Fuller Road, West Des Moines, IA 50265.

Conference Program Descriptions

Friday, August 11

2:30-3:20

Session 62, Harborview

WTC

Special Session:

What Does System 7.0 Mean for the Future?

This panel of third party developers will evaluate the effects of upcoming Macintosh System Software on the design of application software — and provide an insightful industry commentary on Apple's System Software Design demonstration held Friday morning at the Wang Center.

Stewart Alsop II, Publisher, *P.C. Letter*, Three Lagoon Drive, Suite 160, Redwood City, CA 94065 (Moderator);
Yogan Dalal, Vice President, Claris Corporation, 5201 Patrick Henry Drive, Box 58168, Santa Clara, CA 95052
Charlie Jackson, President, Silicon Beach Software, P.O. Box 261430, San Diego, CA 92126;
Guy Kawasaki, President, Acius, Inc., 20300 Stevens Creek Boulevard, Suite 495, Cupertino, CA 95014;
Dave Winer, President, UserLand Software, Inc., 1100 Sharon Park Drive, Menlo Park, CA 94025.

Friday, August 12

2:30-3:20

Session 63, Commercial

WTC

Advanced User Tips:

Maintaining Security in a Multi-User Environment

From dreaded viruses to tampering hands and minds, no Mac is safe from someone who *really* wants to invade your hard disk . . . but there are precautions you can take to shut out the idly curious. This session provides a provocative look at where the invasions might be coming from and how to prevent them — plus tips on what to do once your privacy has been invaded. Included will be data security and how to keep people out of things they shouldn't be in.

Doug Rudman, Public Domain Librarian, Apple Corps of Dallas, 1715 North Broadway, Carrollton, TX 75006 (Moderator);

Ron Gibbs, Project Leader, Dow Chemical Company, Central Research - E&G, 1776 Building, Midland, MI 48674;

Yves Lempereur, Programmer, Mainstay, 5311-B Derry Avenue, Agoura Hills, CA 91301;

Cheryl Spencer, Associate Editor/Features, *MACWORLD*, 501 Second Street, San Francisco, CA 94107.

Friday, August 11

2:30-3:20

Session 64, Auditorium

WTC

Mac Micro-Clinic:

The Mac in the Law Office

The functions and features that make the Mac a unique machine are beginning to shine in the newest law office applications. Lawyers are now using multiple products in an almost seamless fashion to produce documents and work that is extraordinary in its breadth. And of course, hypertext finds the perfect home in a law office environment, with its ability to link not only documents but ideas within the documents. Finally, the unique graphics capabilities of the Mac have created substantial advances in forms generation and management techniques. This session will cover all these topics and provide additional last-minute product gossip as well.

James Burger, Esq., Chief Counsel/Government, Apple Computer, Inc., 1892 Preston White Drive, Reston, VA 22091;

Martin Dean, Esq., Publisher, *The Electronic Lawyer*, 965 Union Street, San Francisco, CA 94133;

Richard J. Byrd, Esq., Attorney-at-Law, Moshos, Byrd, McClure, DeDeo & Mische, 20521 Judicial Drive, Fairfax, VA 22030.

Friday, August 11

2:30-3:20

Session 65, Room E

BEC

Advanced User Tips:

Great Graphics Tips!

By popular demand! A powerhouse of hot ideas to help you squeeze even more graphic magnificence from the Mac, regardless of the setting.

Joe Mattazoni, Associate Editor/Features, *MACWORLD*, 501 Second Street, San Francisco, CA 94107 (Moderator);

Lee Doliber, Principal, Doliber & Skeffington, 69 Dartmouth Street, Boston, MA 02116;

Michael Gosney, Editor & Publisher, *Verbum*, P.O. Box 15439, San Diego, CA 92115;

Fred Showker, Director, Showker Graphic Arts and Design, 15 Southgate Court, Harrisonburg, VA 22801.

Friday, August 11

2:30-3:20

Session 66, Room F

BEC

Mac Micro-Clinic:

The Mac in Health Care

Continuing education is an integral part of medicine. Microcomputers can be used as a tool to organize thoughts, create slides and overheads, and display educational information during a presentation. This session will describe use of the Macintosh in medical presentations, using some of the current applications. It will be of interest to medical educators as well as to clinicians wishing to improve their presentation skills for academic rounds in both teaching and community hospitals.

Steven E. Locke, M.D., Center for Clinical Computing, Harvard Medical School, 350 Longwood Avenue, Boston, MA 02115 (Moderator);

Robert Hoff, M.D., Assistant Medical Director, American Red Cross Blood Services - Northeast Region;

Franklin Tessler, M.D., Contributing Editor, *MACWORLD*; Department of Radiological Sciences, UCLA Center for Health Sciences, Los Angeles, CA 90024.

**For All Those Who
Think That Programming
One Of These,**



Requires One Of These...



Introducing Desktop Pro

Let's face it. Developing programs on a Macintosh® is not an easy, every-day task.

If only there were a way to quickly and easily create a custom application. Without having to learn complicated programming languages like C or Pascal.

Now there is.

It's called Notis89™. An amazing new software package that gives all Macintosh users the power to create their own custom applications. On the top of their desk and with the touch of a finger.

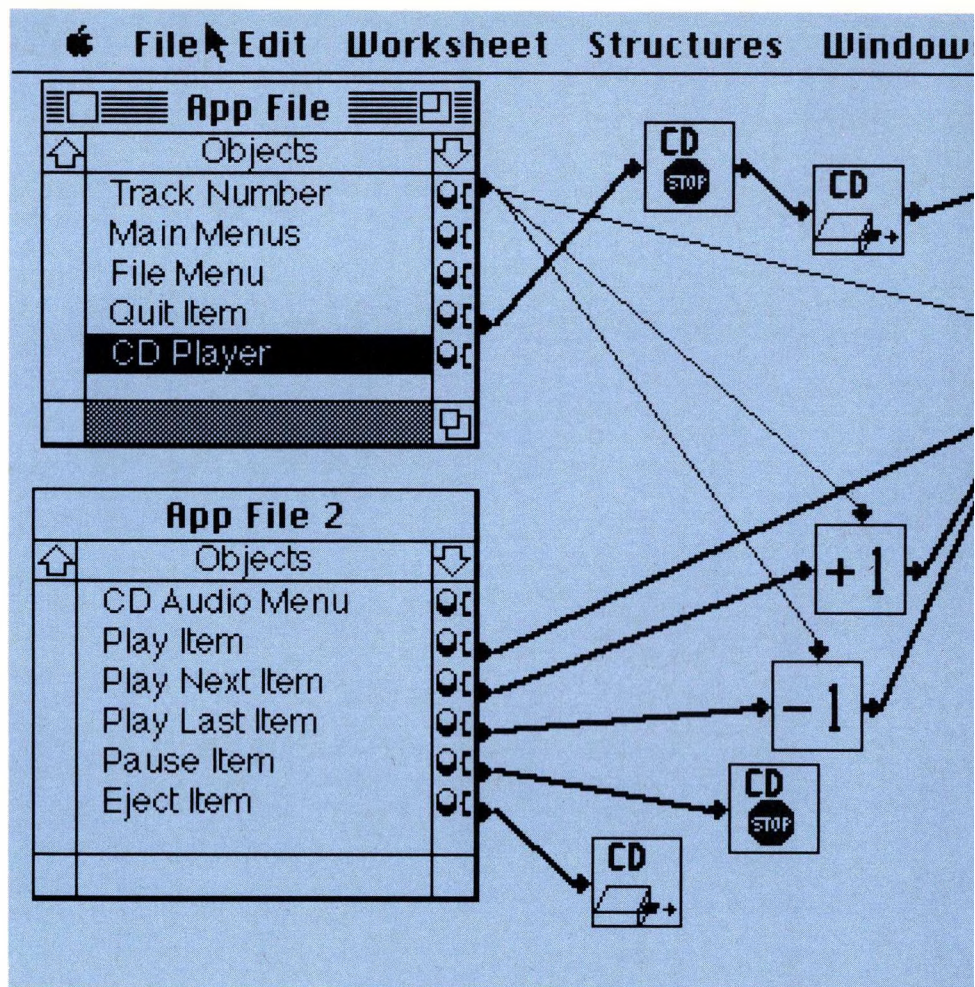
Now, an accountant, for instance, can program a simple payroll program within a matter of minutes.

An editor of a newsletter can build a mailing program from scratch rather than purchase expensive spreadsheet software for the same purpose.

That's a lot of power and productivity.

Now you can save countless hours of development cost with Notis89 because you can develop your own applications without the need to hire a systems analyst.

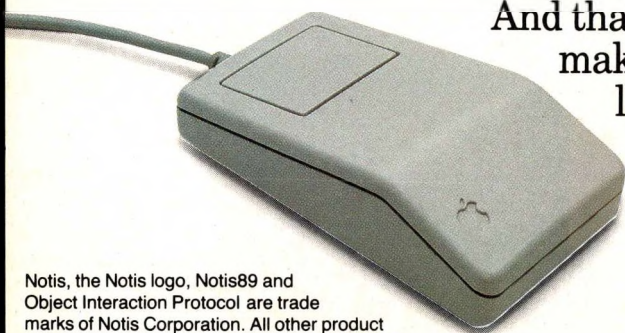
And that makes a lot of sense.



With Notis89, you simply "draw" applications using drag and click actions on a mouse.

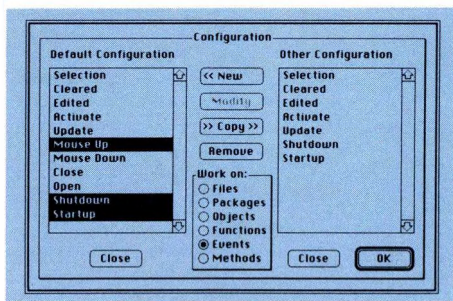
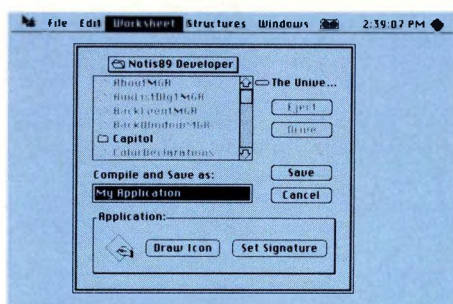
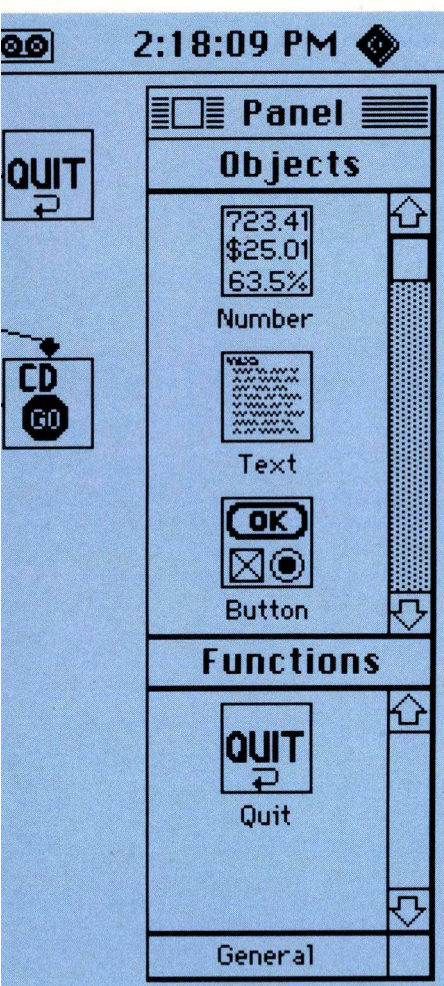
Notis89 is very much like your favorite desktop publishing program. It presents a pallet of programming components easy to identify and easy to use. As fast as you can select icons and link them together on the screen, Notis' Object Interaction Protocol™ connects the chains of functions and converts them into a bug-free application.

When the programming is completed, you can compile and save it as a stand-alone application. Even the icon that the Finder displays can be custom designed. The new program can be immediately



Notis, the Notis logo, Notis89 and Object Interaction Protocol are trademarks of Notis Corporation. All other product names mentioned are trademarks or registered trademarks of their respective holders. © 1989 Notis Corporation.

Programming From Notis.™



Now you can use components that other developers have created. You can also write your own tools that other developers and non-programmers can use in their own applications.

In fact, your completed and compiled applications can be graphically reconfigured, routine by routine with updated code as operating systems change and standards evolve. Since Notis' event-driven engine makes all objects and functions independent, for the first time, program design becomes completely flexible and modular.

Discover The Power Of Programming With Notis.

Notis89 works with all Macintosh computers from the Plus to the Macintosh II, including the SE 30 and the new cx.

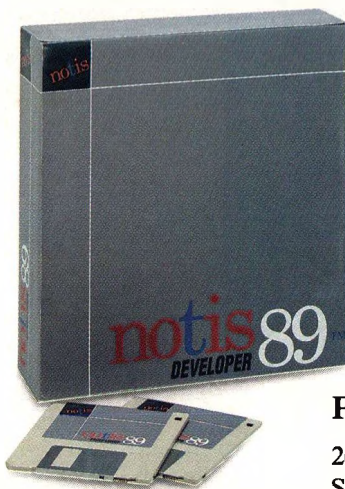
So, whether you are an experienced Macintosh programmer or not, you now

have the power to program even the toughest applications right on your desktop! For more information, call us at 1-800-876-6847.

Incredible Power For Professional Programmers.

If you are a developer with experience in popular Macintosh programming languages, you now have more power than you've ever had before.

Notis89 eliminates almost entirely the task of building a graphic user interface. For the first time, you don't have to begin building every new application from scratch.



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Visit Us
At Booth 824
Bayside

Conference Program Descriptions

Friday, August 11

2:30-3:20

Session 67, Room G

BEC

Corporate User Solutions: The Corporate Database

A discussion of the state of Macintosh corporate databases today, and what's needed to make them a seamless part of the corporate data environment.

Steve Broughall, President, Pentagon MUG, 1225 Walter Street, S.E., Washington, DC;

Friday, August 11

4:00-4:50

Session 71, Harborview

WTC

Programmer/Developer Forum: Macintosh Allegro Common Lisp Report

This session will cover Apple's implementation of the standard Common Lisp language, including the object-oriented extensions Apple has made. Lisp's role as a catalyst for the development of artificial intelligence (AI) applications will also be discussed.

Laura Clark, Product Marketing Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Friday, August 11

4:00-4:50

Session 72, Commercial

WTC

Advanced User Tips: Mac Productivity Tools

The *real* story on how to improve the quality of life on your desktop, while simultaneously maximizing your productivity. Not only what's available, but insider's insights on how to squeeze the most out of each.

Carol Person, Associate Editor/Reviews, *MACWORLD*, 501 Second Street, San Francisco, CA 94107

Paul D. Parisi, Datalex Corporation, 62 High Street, Suite 4, Topsfield, MA 01983;

Keith Thompson, President, Lexington Research, Inc., P.O. Box 26, Lexington, MA 02173.

Friday, August 11

4:00-4:50

Session 73, Auditorium

WTC

Mac Micro-Clinic: CAD on the Mac

A thought-provoking look at the uniqueness of CAD on the Macintosh, including how the Mac has been put to use in a variety of sophisticated and demanding CAD applications and environments.

Friday, August 11

4:00-4:50

Session 74, Room E

BEC

Advanced User Tips: HyperCard Tips and Tricks

A treasure trove of great HyperCard ideas for immediate use: hints, tips, and "magic" tricks.

Jan Lewis, President, Lewis Research Corporation, 108 East Fremont Avenue, Suite 122, Sunnyvale, CA 94087 (Moderator);

Eric Alderman, Stackweek Columnist, *MacWEEK*, 301 Howard Street, San Francisco, CA 94105;

Raines Cohen, Operations Manager, BMUG, 1442A Walnut, Suite 62, Berkeley, CA 94709;

Amanda Goodenough, Author, *AmandaStories*, 1025 Martin Road, Santa Cruz, CA 95060;

Tay Vaughan, President, HyperMedia Group, 1832 Woodhaven Way, Oakland, CA 94621.

Friday, August 11

4:00-4:50

Session 75, Room F

BEC

Vendor Trends: The Outlook for Desktop Publishing

Desktop publishing technologies are advancing at a brisk pace. To survive and prosper, you need to keep abreast of new developments that will continue to bring greater publishing capabilities to the desktop. This panel includes experts from companies responsible for developing new products for color page layout, color prepress, and font technologies.

Adrian Mello, Senior Editor/Features, *MACWORLD*, 501 Second Street, San Francisco, CA 94107 (Moderator);

Friday, August 11

4:00-4:50

Session 76, Room G

BEC

Corporate User Solutions: Using Multimedia to Solve Business Problems

A panel of key multimedia players from a spectrum of industries, usages, and functions gather to discuss, demonstrate, compare, and contrast the application of multimedia design, tools, and techniques in response to diverse business and information systems problems.

Christian Pease, Showcase Manager, Business Multimedia, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014 (Moderator);

Jeff DeGraff, V.P., Communications, & Dean of Innovation, Domino's Pizza Dist. Corporation, 30 Frank Lloyd Wright Drive, Ann Arbor, MI 48106;

Mike Garrison, V.P., Strategic Information Systems, Allergan Pharmaceuticals, 2525 DuPont Drive, Irvine, CA 92715;

Terry Samphire, Maintenance Training Technical Manager, Boeing Commercial Airplanes, South Park Training Center, Bldg. 15-30, Door E-12, Seattle, WA 98108.

Conference Program Descriptions

Friday, August 11

5:00-5:50

Session 79, Auditorium

WTC

MACWORLD Expo User Group Extravaganza (MUSE), Part 2:

Running a User Group

Getting volunteers, publishing a newsletter, dealing with the vendors, support from Apple, relating to the press, how to achieve non-profit status, the problems and benefits of big vs. small groups. These subjects and more will be covered in this concise guide to effectively running a Macintosh user group.

Andy Reese, Newsletter Editor, Apple Corps of Dallas, 11212 Indian Trail, Dallas, TX 75229 (Moderator);

Mike Bailey, President, Apple Professional Exchange, 1142 Stonylake Court, Sunnyvale, CA 94086;

Jerry Cline, President, AzApple, 3035 East Topaz Circle, Phoenix, AZ 85028;

Lavona Rann, President, TAUG, 1113 Wheaton Oaks Drive., Wheaton, IL 60187.

(The MUSE is a complimentary service provided to all MACWORLD Expo attendees; it is not restricted to those who have purchased a Conference ticket.)

Friday, August 11

5:00-5:50

Session 80, Room E

BEC

Education User Roundtable

Finally: an opportunity for educators and administrators from all four corners of the U.S. to pool their resources, share their findings, and discuss their problems relative to the use of the Macintosh in education. Perhaps most important, the Roundtable will act as the first node on the "people network" for educators — a chance to brainstorm with others who are faced with similar challenges and who are using the Mac to solve problems in the classroom and beyond.

(The Education User Roundtable is a complimentary service provided to all MACWORLD Expo attendees; it is not restricted to those who have purchased a Conference ticket.)

Notes

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

Conference Program Descriptions

Saturday, August 12

9:00-9:50

Session 81

Wang Center

Keynote Presentation:

FROM ACTIONS TO AGENTS

Dr. Alan C. Kay, Senior Apple Fellow, Apple Computer, Inc., 131 South Barrington Place, Los Angeles, CA 90049.

Saturday, August 12

10:00-11:50

Session 82

Wang Center

Apple Technology Extravaganza, Part 3:

What's Ahead and Under the Hood: Networking & Communications

Don Casey, Apple V.P. of Networking and Communications Products, will host this session to show the wide range of Apple networking products and why they're important — not just how Macintoshes connect to other computers, but the exciting side of networking, including plenty of demonstrations of what's on the drawing board at Apple.

Saturday, August 12

12:00-12:50

Session 85, Auditorium

WTC

Education Workshop:

Desktop Publishing Tips for Teachers

A schoolbag full of super shortcuts and insider's insights for taking advantage of the Mac's power and versatility for desktop publishing in an educational setting.

Luis Camus, Senior Production Editor, *MACWORLD*, 501 Second Street, San Francisco, CA 94107 (Moderator).

Saturday, August 12

12:00-12:50

Session 86, Harborview

WTC

Home Office/Small Business How-To's:

Prospering with Fewer People

Advantages of part-time, full-time, and freelance help. Hiring, training, and/or firing employees. Selecting reliable vendors. Developing symbiotic relationships with business employees.

Terri Lonier, President, Portico Press, P.O. Box 190, New Paltz, NY 12561 (Moderator).

Saturday, August 12

12:00-12:50

Session 87, Commercial

WTC

Introductory Workshop:

Friendly Guide to HyperCard

Everything you need to get up and running on HyperCard. In this session, seminar leaders demonstrate stacks, share scripts, and answer questions about stack design for aspiring HyperCard users and developers.

David Drucker, Author/Consultant, 2B Chester Street, Cambridge, MA 02140; **Amanda Goodenough**, Author, *AmandaStories*, 1025 Martin Road, Santa Cruz, CA 95060.

Saturday, August 12

12:00-12:50

Session 88, Room F

BEC

Connectivity Session:

Mac-to-Mac Connectivity Update

A discussion of the latest developments in Macintosh networking, along with a look at what's on the drawing board — and how these trends are likely to impact users.

David R. Kosiur, Editor and Publisher, *Connections*, P.O. Box 5894, Fullerton, CA 92635 (Moderator); **Kee Nethery**, Technical Marketing, Kagi Engineering, Inc., 1442A Walnut Street, Berkeley, CA 94709.

Saturday, August 12

12:00-12:50

Session 89, Room G

BEC

Introductory Workshop:

Getting Started with Databases

Choosing the right database product for your system needs is crucial. With the number of products now available, this decision has become even more complex. Should it stay relational? Should it be programmable? Do you need multi-user? Learn the differences between today's most popular products.

Jim Heid, Contributing Editor, *MACWORLD*, 501 Second Street, San Francisco, CA 94107 (Moderator); **Rich Coulombre** and **Rick Kollmeyer**, Co-Owners, The Support Group, 70 Walnut Street, Wellesley, MA 02181.

Saturday, August 12

1:00-1:50

Session 93, Auditorium

WTC

Education Workshop:

The Educator's Quest for Apple Support

This panel of corporate users will share strategies on how they're helping their end users by establishing an internal support infrastructure, utilizing a combination of support programs, products, and services from Apple Computer such as Technical Bulletins, AppleLink, and Apple Software Update Program. Also on the agenda: the benefits of empowering your internal support efforts; how to organize a support infrastructure/system in-house; using a bulletin board system and writing newsletters; establishing in-house user groups and working with community or professional user groups; software updating strategies. If you are responsible for in-house support of computer users in your corporation, you won't want to miss this session.

Don Marzetta, Manager, Support Product Marketing, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014 (Co-Moderator);

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

Conference Program Descriptions

Donald Roux, Technical Services Manager, Eastern Operations, Apple Computer, Inc., 2 Manhattanville Road, Purchase, NY 10577. (Co-Moderator);

Richard Crane, Yale Microcomputer Support Center, 181 Whitney Avenue, Box 2207 Yale Station, New Haven, CT 06520;

Donna Milici, Manager for Resource Planning, University of Pennsylvania Computing Resource Center, 1202 Blockley Hall, Philadelphia, PA 19104;

Dr. Michael P. Sherman, Professor of Landscape Architecture, Blake Hall, Cook College, Rutgers University, New Brunswick, NJ 08903;

Donna Taturo, Assistant Director, User Services, Cornell University, Ithaca, NY 14853;

Brian Worobey, Network Data Services Manager, Boston College, 140 Commonwealth Avenue, Chestnut Hill, MA 02167.

Saturday, August 12

1:00-1:50

Session 94, Harborview

WTC

Home Office/Small Business How-To's:

Tips for Growing Your Business

Having your own business is not for the faint-hearted or starry-eyed; at times it can be a very lonely, exhausting, and costly experience. But when it works, it's exhilarating — a great feeling of accomplishment, and it's all yours. This session will provide you with guidelines and cautions to help you mold a business that will grow and be financially successful.

Barbara Macy, President, Macintosh Consultants, 11 Harwich Road, Longmeadow, MA 01106 (Moderator).

Saturday, August 12

1:00-1:50

Session 95, Commercial

WTC

Vendor Trends:

The Graphics Outlook

An exciting overview of directions and trends for graphics on the Macintosh, including applications, hardware, graphics, entertainment — and more.

Jerry Borrell, Editor, *MACWORLD*, 501 Second Street, San Francisco, CA 94107 (Moderator);

Bruce Davis, President, MEDIA-GENIC, 3885 Bohannon Drive, Menlo Park, CA 94025;

Yogan Dallal, Claris Corporation, 5201 Patrick Henry Drive, Box 58168, Santa Clara, CA 95052;

Saturday, August 12

1:00-1:50

Session 96, Room F

BEC

Connectivity Session:

Network Security: Myth or Reality?

Is network security something attainable and worth struggling for? Or is it a contradiction in terms — simply an oxymoron like "jumbo shrimp". This session will explore the issues and let you be the judge.

Saturday, August 12

1:00-1:50

Session 97, Room E

BEC

Programmer/Developer Forum:

Meet the Programmers!

The perennial MACWORLD Expo favorite! An open forum discussion with leading Macintosh programmers discussing hot new areas and tried-and-true tricks of the trade. Don't miss this opportunity to ask questions of these influential developers, to find out what they're up to, and to gain meaningful insights and feedback on development ideas!

Steve Brecher, Owner, Software Supply, 599 North Mathilda Avenue, Suite 210, Sunnyvale, CA 94086;

Dennis Brothers, Author/Consultant; **Don Brown**, Senior Programmer, CE Software, 1854 Fuller Road, West Des Moines, IA 50265;

Scott Knaster, Writer/Engineer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;

Rich Norling, Chairman, Language Systems Corporation, 441 Carlisle Drive, Herndon, VA 22070;

Scott Watson, President, Freesoft, 150 Hickory Drive, Beaver Falls, PA 15010;

Scott Wiener, Senior Software Scientist, Ashton-Tate, Inc., 20101 Hamilton Avenue, Torrance, CA 90502.

Saturday, August 12

1:00-1:50

Session 98, Room G

BEC

Mac Micro-Clinic:

Music on the Mac

The Macintosh has been the computer of choice for professional musicians for some time, and now there are even more ways amateurs can get into the act. This session will explore them.



2:00-3:00

Session 102, Harborview

WTC

You're not alone out there! You'd be surprised to learn how many other Macintosh users are grappling with (and solving!) the same home office/small business problems you face. Come to this informal session to compare notes with them.

2:00-3:00

Session 103, Room F

BEC

MACWORLD Expo User Group Extravaganza (MUSE), Part 3:

Topic to be determined on-site!

(The MUSE is a complimentary service provided to all MACWORLD Expo attendees; it is not restricted to those who have purchased a Conference ticket.)

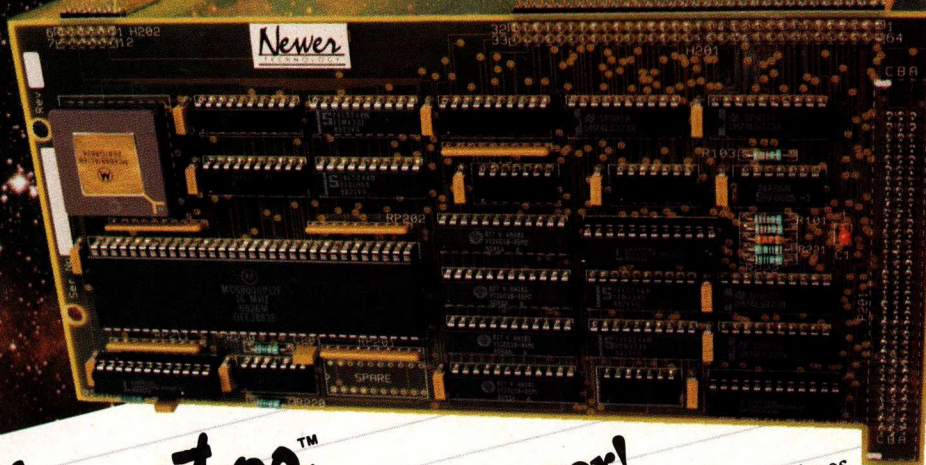
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EXPOSITION

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Exhibitor Descriptions

1stAid Software, Inc. 1312 **BEC**
42 Radnor Rd.
Boston, MA 02135

1stAid Software offers innovative utilities for the Macintosh computers. The easy-to-use Anti-Virus Kit is designed to prevent not only today's known viruses but also those of the future. The 1stAid Kit (including a 300-page guide and comprehensive file and disk recovery software) is the definitive troubleshooting product for the Macintosh. Complete Undelete and Sector Collector, new hard disk utilities, recover discarded data and prevent the use of damaged sectors. Ask about show specials.

Aapps Corp. 368 **BEC**
5100 Poplar Ave., Ste. 617
Memphis, TN 38137

Preferred Publishers will be debuting its new lines of low-cost ValueWare™ software which are targeted for in store retailing. Also, Preferred will be debuting its new business and graphics software products, Direct Mail™ and Exposure™. Database™ and Vantage™ business software will also be demonstrated. Preferred Systems will introduce its new line of MicroVideo™ products for video display

Abaton, 5120 **WTC**
A Division of Everex
48431 Milmont Dr.
Fremont, CA 94538

Abaton manufactures Desktop Publishing and Desktop Communications products for the Macintosh and PC. Scan 300/GS offers 256 levels of true grayscale and Scan 300/S scans at 16 levels of gray. The DTP Scan 4 is a 4-bit scanner which interfaces to IBM's PS/2 and the Transimage 1000 is a hand-held OCR scanner. The Interfax is a combination Fax/Data modem for the Macintosh. Other products include: Laser Printers, PostScript cards, Hardfont cartridges and trackballs.

Abra MacDabra Software Co. 550 **BEC**
485 Pala Ave.
Sunnyvale, CA 94086

ABRA 2000 MAC is an extremely easy-to-use Human Resource Management System for companies with 25 to 7000+ employees. Over 50 standard reports are provided including salary reviews/analysis, benefits, dependents, COBRA, personal records, EEO, organizational structure, skills and education. ABRA stores an unlimited job history and tracks events such as bonuses, license renewals, training, memberships, and injuries. Optional modules include Applicant Tracking, Attendance Tracking and a Multi-User version.

Accolade Software 5138 **WTC**
550 South Winchester Blvd.
#200
San Jose, CA 95128

Acius 5320 **WTC**
10351 Bubb Rd.
Cupertino, CA 95051

4th DIMENSION is a relational database designed to take advantage of the power and simplicity of the Macintosh. Built-in reporting, graphing, searching, sorting, and labeling let you work with your data right away, without programming. Version 2.0's lightning speed and increased ease of use significantly reduces the time required to create a database. With over 300 new features, version 2.0 represents a comprehensive upgrade. 4th DIMENSION is the last database you will ever need to buy!

Addison-Wesley Publishing Co. 1530 **BEC**
Route 128
Reading, MA 01867

Addison-Wesley features Inside AppleTalk and Hypercard Stack Design Guidelines among other titles in the Apple Technical Library and the Apple Communications Library. Educational software, programmer's utilities, and HyperCard application software will also be on display. The acclaimed Macintosh Programming Primer will be on hand as well. Bob LeVitus, author of Dr. Macintosh: Tips, Techniques, and Advice on Mastering The Macintosh, will be signing books in the booth.

Adobe Systems, Inc. 426 **BEC**
1585 Charleston Rd.
Mountain View, CA 94043

Adobe Systems, Inc. is the developer of the popular PostScript® language and the Display PostScript™ system. Among the PostScript based products that will be exhibited are: the award winning Adobe Illustrator 88™; the Adobe® Type Library; Adobe Streamline™; and Adobe Collector's Editions. New products on display will be TrueForm™ and the Adobe Type Manager™.

Advanced Gravis Computer 5665 **WTC**
6894 Palm Ave.
Burnaby, B.C.
Canada V5J 4M3

Advanced Matrix Technology 1415 **BEC**
765 Flynn Rd.
Camarillo, CA 93010

Exhibitor Descriptions

Advent Computer Products, Inc. 5670 **WTC**
449 Santa Fe Dr., Ste. 213
Encinitas, CA 92024

Advent markets the Neotech Image Grabbers, the ultimate high-performance video digitizer products for the Apple Macintosh family. The Image Grabbers capture and store video images from any standard video source in "real time", and support file formats compatible with virtually all Macintosh desktop publishing and imaging applications. The boards come with user software and "plug-in" drivers for use with Silicon Beach Digital Darkroom and Letraset Image Studio.

AEC 5645 **WTC**
20524 Amethyst Lane
Germantown, MD 20874

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AESP, Inc. 5064 **WTC**
1680 NE 205 Terr.
N. Miami Bch., FL 33179

Aladdin Systems, Inc. 5059 **WTC**
217 E. 86th St., Ste. 153
New York, NY 10028

Aladdin Systems is an exciting new publisher specializing in system enhancement products and developer tools. We are debuting Shortcut, a hot new utility from Raymond Lau (author of StuffIt) that increases the power of every application. Also debuting is Programmer's Assistants, one package with 5 powerful development tools. The incredible, new StuffIt Deluxe will also be previewed. Aladdin is the publisher of the industry-standard StuffIt family of products. INCREDIBLE-INTERACTIVITY will be showing state-of-the-art multimedia.

Aldus Corp. 1322 **BEC**
411 First Ave. S.
Seattle, WA 98104

Aldus Corporation develops, markets and supports computer software products that help business and creative professionals effectively communicate information and ideas. Aldus products include PageMaker, a standard in desktop publishing, on both the IBM PC and compatibles and the Macintosh environments; Aldus FreeHand, an advanced easy-to-use software program for the Macintosh; Aldus Persuasion, a presentation tool kit for the Mac; and Aldus SnapShot, PC software that generates electronic photography for desktop publishing for the IBM PC and compatibles.

Alisa Systems, Inc. 536 **BEC**
221 E. Walnut St., Ste. 175
Pasadena, CA 91101

Alisa Systems is a leading producer of network service and network integration software for Macintosh workstations and VAX computers. The Alisa-Talk family includes AlisaShare AFP file server, AlisaPrint spooling system, AlisaTerminal remote terminal emulation and the optional Alisa Digital printer support packages. Alisa TSSnet enables DECnet services on the Macintosh. MailMate/QM provides a bridge between Macintosh QuickMail and DECnet Mail systems. MaxNotes combines the Macintosh user interface with the VAX Notes electronic conferencing system.

Allen Bonadio Assoc. 342 **BEC**
(See Prescience Corp.)

Alpha Microsystems 542 **BEC**
3501 Sunflower
Santa Ana, CA 92704

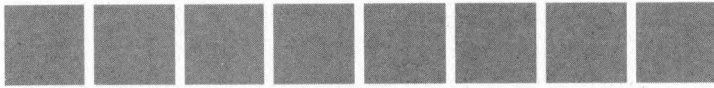
Videotrax allows any Macintosh computer information, both applications and files, to be converted into TV signals and broadcast over any TV video channel at 82,000 BPS. Receive sites simply record the data broadcast with any VCR and then "play the data" back into their Mac via the \$499 Videotrax video modem. Videotrax also can be used as a hard disk backup device (up to 80MB on 2-hour tape) by storing computer data onto a standard VCR.

Altsys Corp. 1619 **BEC**
720 Ave. F, Ste. 109
Plano, TX 75074

Altsys Corp. is the leader in font and graphics editing and design software. Altsys offers a sophisticated selection of font editing programs that allow you to easily custom design fonts and logos. Fontographer®, the PostScript font editor, and FONTastic™ Plus, the bitmap font editor, give maximum control over font and logo designs. FACES™ is our line of bitmap and PostScript fonts and borders. KeyMaster-The Art Importer™ allows creation of PostScript fonts from existing artwork (PICT or EPS).

Americal Group 911 **BEC**
12132 Sherman Way
N. Hollywood, CA 91605

Americal Group is a diskette and computer product distributor for diskettes, tape cartridges, mag tapes, holders, ribbons and accessories. We will display our 800 KB (double density) and 1.44MB (high density FDHD) 3.5" disks, color disks (mix & match 7 colors, or pre-boxed rainbow packs), a variety of flip-top & roll-top disk holders in smoked plastic or wood. Also displayed: Branded disks by SONY, KAO, MAXELL, BASF, DYSAN, PLATINUM, PRECISION (XIDEX) VERBATIM and more.



Exhibitor Descriptions

**American Liquid
Lite, Inc.**
2301 W. 205th St., #106
Torrance, CA 90501

669 **BEC**

**American Power
Conversion Corp.**
350 Columbia St.
Peace Dale, RI 02883

650 **BEC**

American Power Conversion manufactures a line of uninterruptible power supply products for personal computers, engineering work stations, file servers, and communications equipment which provide complete power protection. Models range from 110 to 1500 volt-amps. American Power also offers two "PowerChute" software interface programs that prevent data corruption from power disturbances. The first is PowerChute for SCO Xenix operating systems and the other is PowerChute for Appleshare. Both run as a background process and are used in conjunction with American Power's UPS.

AnaMatrix, Inc.
1219 W. Gentile St.
Layton, UT 84041

350 **BEC**

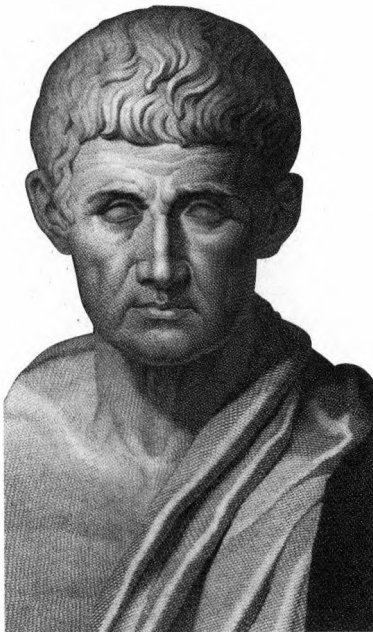
POS-IM (POS-inventory) system prints and reads bar codes. Seamless integration to full accounting. Electronic price and vendor information updates. Custom reports and grids. Controls serial numbers and bundles. Appleshare. Password all combinations. Interface with insight, Great Plains and Sharp ECR. Fast, Simple and Easy to use. The Asset Manager system maintains property accountability as single item or bundle. Maintenance records with service contract information. Complete depreciation accounting procedure. Used with multiple business or major warehouses.

**Andromeda
Computer Systems Ltd.**
8043-33 Ave. NW
Calgary, Alberta
Canada T3B 1L5

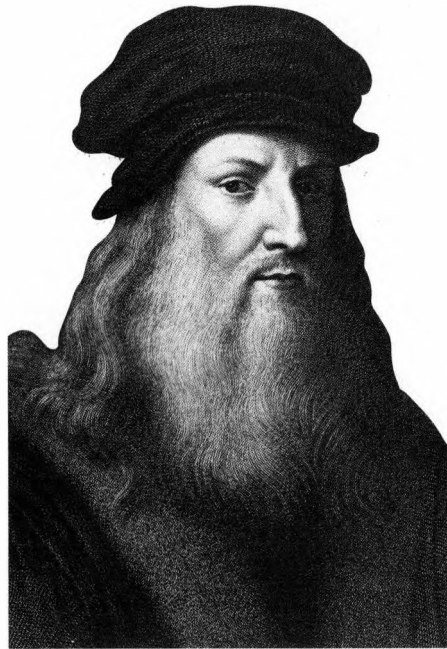
159 **BEC**

MasterTuner turns your Macintosh® computer into a visual tuner, letting you quickly and accurately tune any acoustic instrument. It features "hands-off" operation. Just play a note—MasterTuner listens to the note, and displays a tuning scale for the the note closest to the one you played. As you tune, a trace line on the screen tells how sharp or flat you are. MasterTuner understands most temperaments, and plays reference tones using sampled sounds.

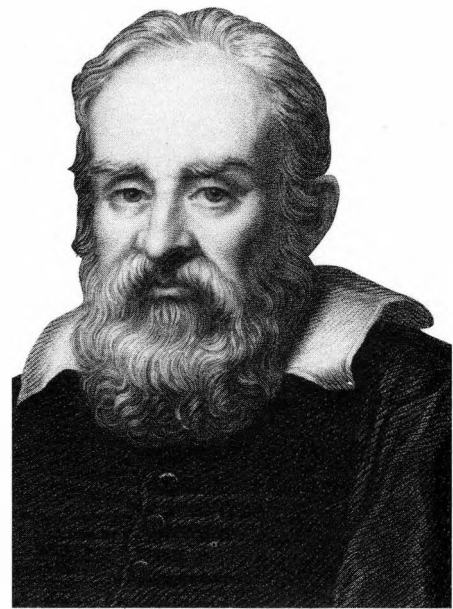
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A R I S T O T L E



D A V I N C I



G A L I L E O

Exhibitor Descriptions

Answer Software Corp. 2108 **BEC**
20045 Stevens Creek Blvd.
Cupertino, CA 95014

HyBase™ is a database management system that is integrated into Apple Computer's HyperCard. It allows you to create, modify, and sort collections of data, relate data from one collection to another, and display that information via HyperCard. HyBase provides unparalleled freedom in structuring your data and allows the creation of powerful applications. The Reports option allows user to create printed reports from HyBase data. All printer fonts and styles are supported to achieve good-looking documents.

Antic Software, Inc. 5140 **WTC**
544 Second St.
San Francisco, CA 94107

Aperture Technology, Inc 2103 **BEC**
(formerly Butternut Partners)
84 West Park Pl.
Stamford, CT 06901

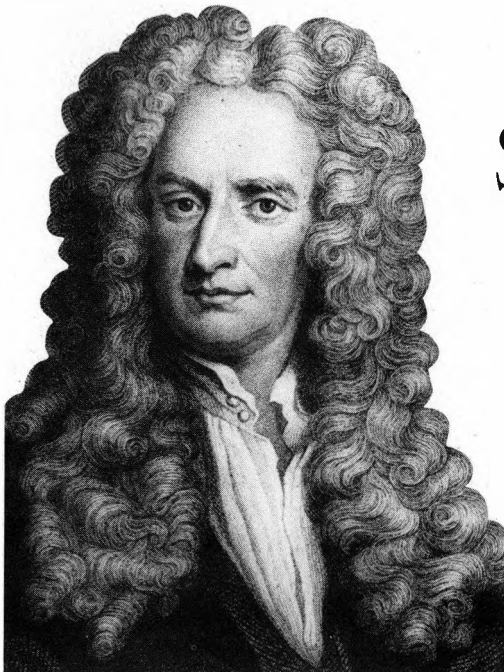
Finally, a precision drawing system coupled to a powerful database manager! Aperture is used to create complete visual information systems. Engineers, architects, space planners, facility managers, personnel managers, network managers and others use Aperture to design and document their projects, producing detailed drawings, custom reports, linked together for complete presentations. Define a database — associate data to the objects in your drawings — display information from the database on your drawings — keep data and drawings consistent.

Apple Computer, Inc. 5440 **WTC**
20525 Mariani Ave.
Cupertino, CA 95014

Apple Computers, Business Event Marketing, Macintosh products, solutions and services. Five years of Macintosh "The power to be your best."

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NEWTON

Introducing Software That Thinks.™

For designers, drafters, mechanical engineers, graphic artists and would-be wizards. See it at Booth #520 Bayside Expo, and enjoy the company.



SCARECROW

Exhibitor Descriptions

Apple Development Tools and Services
20525 Mariani MS 336
Cupertino, CA 95014

5338 **WTC**

Apple Development Tools and Services Booth where you will find a showcase of programming tools, services and programs that reflect Apple's commitment to its development customers. See Apple's wide range of development options from HyperCard to A/UX, MPW and MacApp, MacWorkStation, other networking and connectivity products and educational authoring tools. Knowledgeable representatives will be on hand to bring you up-to-date on innovative programs including APDA for the latest in customer services and product ordering information. Developer Programs with the scoop on Partners and Associates programs, Developer University curriculum updates, Developer Technical Support debugging, and VAR program information. Look for special show conference and seminar sessions that will provide indepth product, program and service information as well as feedback opportunities.

Archive Corp.
1650 Sunflower Ave.
Costa Mesa, CA 92626

5812 **WTC**

Archive's MaxStream products are high-performance SCSI tape drives featuring 60-MB and 150-MB capacities and new MaxStream backup software. Both are compatible with the Mac Plus, SE, II, IIx and IIcx. MaxStream includes a Universal Tape Format™ feature that allows data to be interchanged between Macintosh systems and IBM PCs and compatibles. The MaxStream software features a backup/restore speed of up to 6 MB/minute and supports A/UX. MaxStream also is compatible with AppleShare, TOPS and 3COM networks.

Articulate Systems, Inc. 324 **BEC**
99 Erie St.
Cambridge, MA 02139

The Voice Navigator™ makes your Macintosh® faster and easier to use by allowing you to use spoken commands with your Mac® to execute any function normally performed with your keyboard or mouse. It works with any application, any voice, any accent, any language. It has a built-in digitizer and telephone interface. ASI will introduce its next generation product which combines the power of the Voice Navigator with advanced telecommunication capabilities including fax, modem, and voicemail.

Please see our advertisement on pages 22 & 23.

ASD Software 551 **BEC**
4650 Arrow Hwy., Ste. G21
Montclair, CA 91763

Ashlar Inc. 520 **BEC**
1290 Oakmead Pkwy., Ste. 218
Sunnyvale, CA 94086

Ashlar introduces Vellum™, professional computer-aided design and drafting (CAD) Macintosh software. See Vellum's Drafting Assistant™, a revolutionary tool that will change the way people draw. The Drafting Assistant automatically delivers intelligent on-screen visual feedback to precisely align geometry—simply by moving the mouse. So it's easy and fast for everyone, from novice to expert, to get professional results. Vellum includes Integrated Parametrics, NURB Splines and complete associativity. Vellum—software that thinks.

Please see our advertisement on pages 40 & 41.

ASHTON-TATE 1332 **BEC**
20101 Hamilton Ave.
Torrance, CA 90502

Full Impact, a full-featured multi-function spreadsheet containing power with superior business report capabilities to take advantage of the Macintosh design philosophy. dBASE Mac, an advanced relational database management system combining the power of Ashton-Tate's dBASE products with the ease of learning/presentation capabilities of the Macintosh. Full-Write Professional, a state-of-the-art word processor combining desktop publishing and graphics capabilities in one completely WYSIWYG program enabling users to create and manipulate text and graphics.

Autodesk, Inc. 555 **BEC**
2320 Marinship Way
Sausalito, CA 94965

(A: AutoCAD on the Macintosh II) AutoCAD is the world's best selling design and drafting software for desktop computers and workstations. With AutoCAD on your Macintosh II, you can create accurate two- and three-dimensional wireframe drawings of just about anything you can imagine, from intricate mechanical parts to elaborate buildings. And AutoCAD on the Mac II takes advantage of the Macintosh's easy-to-use Multifinder operating system and user interface. AutoCAD, the CAD industry standard, from Autodesk, Inc.

Avatar Corp. 5012 **WTC**
65 South St.
Hopkinton, MA 01748

Avatar Corporation will display its newest MacMainFrame offering along with its entire line of Macintosh-to-IBM mainframe connectivity solutions. MacMainFrame offers such features as: 3278/79 terminal emulation; powerful file transfer capabilities; local or remote connection; MultiFinder compatibility; and (for Macintosh II users) the ability to run multiple host sessions and full color support. In addition, MacMainFrame provides a full range of Applications Programming Interface (API) tools for customized applications.

Keeping Up With The Crayses.

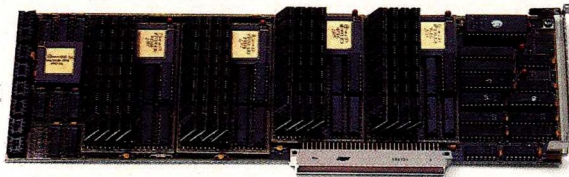


Levco's **TransLink™** Brings High Speed Parallel Processing To The Macintosh.

Now your Macintosh II or Macintosh SE can keep up with the accelerated parallel processing power of a Cray™ or VAX™ super-computer system.

Levco's TransLink is the only enhancement board that delivers the power of Reduced Instruction Set Computing (RISC) technology to the Macintosh. And a Macintosh workstation built around a TransLink platform provides a significantly greater price/performance value.

The heart of the TransLink is the INMOS transputer, a high-speed parallel processor. The 32-bit transputer contains 4 inter-processor links which provide ultra high-speed com-



munication and synchronization, the key to parallel processing.

Applications on the TransLink platform include mechanical and electrical simulation, neural networks, 3-D color rendering, medical imaging, cartography and animation.

With a throughput of 10 million instructions per second (MIPS), a single TransLink module gives your Mac II or Mac SE the performance of a VAX 8600 mainframe computer.

Call Now For More Information:
(619) 457-2011



Levco Corporation
6181 Cornerstone Court East
San Diego, CA 92121



Authorized
Value Added Reseller

Cray is a registered trademark of Cray Research, Inc. VAX is a registered trademark of Digital Equipment Corporation. Macintosh is a registered trademark of Apple Computer, Inc. Cray photo courtesy of San Diego Supercomputer Center.

Before Adding MacIRMA To Your Workstation Communications File, Remember That Necessity Isn't The Only Mother Of Invention.



We invented IRMA™ to connect IBM® PCs and compatibles to mainframes. But when Macintoshes® arrived, our invention had to be reinvented. So out of IRMA technology, MacIRMA™ was born. With complete terminal emulation and file transfer functions. Plus IBM mainframe graphics and industry standard APIs. All of which should make it a necessity to add this to your DCA® file. **DCA®**

Visit DCA At Booth 1618 And See The 1989 M

DCA is a registered trademark and IRMA and MacIRMA are trademarks of Digital Communications Associates, Inc. IBM is a registered trademark of International Business Machines Corporation. 1/30/89, 3/13/89. ©1989 Ziff Communication Company. All other articles are copyrighted articles reproduced by permission.

PC WEEK

DCA Enhances Mac-to-Mainframe Offering

New MacIRMA Emulation Board Includes Background File Transfer

By Tara Sexton

Digital Communications Associates Inc. (DCA) last week expanded its Macintosh-to-mainframe connectivity options with a new version of its MacIRMA 3270 terminal-emulation board.

The MacIRMA 1.2, which is compatible with the Apple Macintosh II, IIx, SE, SE/30 and Macintosh IIfx, announced last week, offers a wide range of new functions, including background file

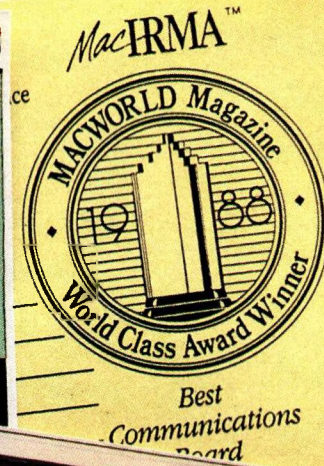
INFO
WORLD

INFO
WORLD

READERS' POLL RESULTS

Product of the Year

NETWORK MICRO
MAINFRAME CONNECTION
Macintosh: DCA MacIRMA



DCA Announces API for Mac Irma Card Users

By Robert Snowden Jones

Digital Communications Associates (DCA)

PC WEEK

Mac-to-Mainframe Connectivity

Using the Mac as a Front-End Processor to an IBM Host

Company's financial data



3270 coaxial connection

MacIRMA board

Accesses host-based data and generates monthly financial reports

Using Digital Communications Associates' MacIRMA board and software, tool kits from DCA and Apple, programmers can create custom applications in which the Mac serves as a front-end processor to the host. An application might, for example, let the Mac automatically collect host-based financial information, produce monthly financial reports. The Mac could access the host, compile it in a graphical format, and automatically send the report to a predetermined list of recipients.



DCA's Mac Irma Graphics permits users to access IBM mainframe graphics applications from the Mac II and Mac SE, cutting and pasting between those applications and Mac programs.

DCA Unveils Graphics Emulation for the Mac

Lets Users Access IBM Mainframe

BY LAURIE FLYNN

Mac users are no longer locked out of IBM mainframe graphics applications after last week's announcement of emulation software from DCA Inc.

The program, called Mac Irma Graphics, is used with DCA's Mac Irma card for the

Customer Representative
Marketing Information Group

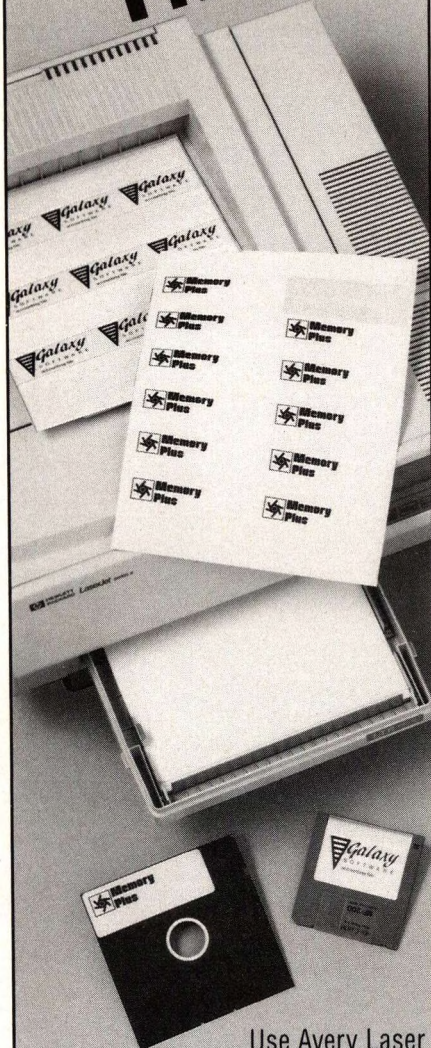
DCA

1000 Alderman Drive
Alpharetta, GA 30201-4199
1-800-241-4762, Ext. 53
In Georgia 404-442-4500, Ext. 53

World Magazine World Class Award Winner.

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Diskette Labels for Laser Printers



Use Avery Laser Diskette Labels to customize your 3½" & 5¼" diskettes from your HP,™ Apple™ and other popular desktop printers.

A special adhesive assures the labels won't peel off in your disk drive.

Ask for Avery Laser Printer Labels for 3½" diskettes (product #5196) and 5¼" diskettes (product #5197) wherever computer and office supplies are sold. For a free sample pack, call 1-800-535-3232 ext 30.



Avery
818 Oak Park Rd.
Covina, CA 91724

Avery will be exhibiting its complete line of Laser Printer Products, including labels and transparencies for Apple Laser Writers and other popular desktop laser printers. In addition to a variety of Laser Printer Labels including Addressing, Shipping and File Folder sizes, Avery will be featuring its line of Laser Transparencies with a special paper backing designed to reduce static and make proofing easier. New are 3-1/2" and 5-1/4" Diskette Labels for laser printers with a special adhesive to prevent labels from lifting off inside the disk drive.

Please see our advertisement on page 46.

Barneyscan Corp.
1198 Tenth St.
Berkeley, CA 94710

Barneyscan Corporation delivers the best color pictures on the Mac II platform, together with the applications that solve professional problems for publishers, designers, presenters and multimedia authors. The Barneyscan system features a proprietary 35mm film scanner and associated photo design software, Barneyscan XP. Based on fiber-optic technology, the scanner delivers saturated color and broad dynamic range. XP enables the user to carry out a broad list of "high-end" color design functions on the Macintosh desktop.

Basic Needs, Inc.
16776 Bernardo Center Dr.,
106B
San Diego, CA 92128

Simple solutions for complex times™. The Utility Pac™ is a multi-pocketed plastic container that attaches to a computer monitor designed to store a mouse, a mousepad, diskettes and other accessories. The HardTop!™ provides solid protection for keyboards and printers. Basic Needs Dust Covers are good quality, custom-fitted rip-stop nylon dust covers for all Apple computer models. Basic Needs Mouse Pads are of the highest quality.

2114 **BEC**

BDT Products, Inc.
17152 Armstrong Ave.
Irvine, CA 92714

5142 **WTC**

BDT will show its model LF 880 LaserFeeder, a 3-bin automatic sheet and envelope feeder for the Apple LaserWriter II NT and NTX. In addition, BDT will feature the model LF 890, a 4-bin sheet and envelope feeder and the LF 895 with 6-bins for sheets and envelopes. BDT's unique resource driver, for complete operator control of the sheet feeder is included with every laser feeder.

Benchmark Labs, Inc. 2055 **BEC**
6278 N. Federal Hwy.
Ft. Lauderdale, FL 33308

Benchmark Labs, primarily known as a major supplier of MemChips SIMM memory modules, will introduce the Shuttle™-II, a high speed Multi-function card for the Macintosh™ II/Ix/Illx. The card provides up to a ten-fold increase in data transfer rates, and provides intelligent cache, 2 additional serial ports, and an option for a high capacity hard disk on a card. Full support is provided for all SCSI peripherals, permitting you to mix synchronous and asynchronous devices. Experience dramatic increases in data transfer rates. For use on a single Macintosh or an entire Network. If speed and performance are of interest to you, this is a must see!

Berol USA 2102 **BEC**
105 W. Park Dr., Ste. 300
Brentwood, TN 37027

Birmy Graphics Corp. 628 **BEC**
2244 NW 21st. Terr.
Miami, FL 33142

Blackhole Technology, Inc.

225 East St.
Winchester, MA 01890

1314 **BEC**

Blackhole Technology, Inc., the first to bring you an 800/1600/3200/6250 bpi 9-track connection for the Macintosh, will also offer a 2048MByte 8MM cartridge and their newest product, 380MByte and 760MByte hard disk systems. The hard disks offer fast access to your data and can easily be combined with our backup units for quick, reliable backup and storage.

BMUG, Inc.

1442A Walnut St., #62
Berkeley, CA 94709

314 **BEC**

One of the largest and friendliest user's groups anywhere with 6000+ members world wide. Home of the expanded and revised PD ROM™ II. Join the group and have access to HELP LINE, the multi-line BBS, and to receive the large semiannual newsletter containing tips, tricks, reviews, and commentary. Our up-to-date software library of 300+ disks will be available. Visit the booth to join, purchase disks, and to check out our Specials.

Boston Computer Society

48 Grove St.
Somerville, MA 02144

1612 **BEC**

Bravo Technologies

P.O. Box 10078
Berkeley, CA 94709

1500 **BEC**

Bravo is pleased to exhibit MacCalc and SPAMM. MacCalc® (\$139) is the fastest, easiest-to-use Macintosh spreadsheet; winner of MacUser Editor's Choice Award. MacCalc allows each cell to have its own font, size, and style for presentation-quality reports and tables. SPAMM™ (\$79)-System Program for Accelerated Macintosh Mathematics-is the easy-to-install Mac utility (INIT) that can double the speed of calculation for your CAD/CAM, statistics, charting/graphics, accounting or database work, for the Mac Plus and SE.

Broderbund

Software, Inc.
17 Paul Dr.
San Rafael, CA 94903

5565 **WTC**

Broderbund Software will showcase a variety of products for the Macintosh: The Electronic Whole Earth Catalog®, one of the first titles to be published on CD-ROM (Compact Disk-Read Only Memory); DTP Advisor™, a program that includes a tutorial on graphic design plus a project-management system; Drawing Table®, a powerful drawing tool for maps, illustrations, diagrams, floor plans, flyers, posters, logos, letterheads and more; TypeStyler™, a tool that provides unparalleled control over typefaces, enabling users to bend, squeeze, stretch, twist and rotate text.

C.A.R., Inc.

7009 Kingsbury
St. Louis, MO 63130

443 **BEC**

C.A.R., Inc. proudly introduces Clipables™: the EPS Graphics Library: a two volume, 20 disc set; more than 600 professionally drawn EPS images; a wide variety of topics including Business, Maps, Humor, Transportation, Famous People, Animals, Dingbats, Billboards, Sports, Holidays and Portfolio; use in your favorite page layout and presentation programs; great show pricing-outstanding value. If you demand only the highest quality in EPS clipart, you'll want Clipables!

C.I. Tech Intl., Inc.

1250 Clay St., #102
San Francisco, CA 94108

108 **BEC**

ACCOUNTING

for the Macintosh

When you do accounting you'll want something more than database adaptations, spreadsheet templates or converted MS-DOS programs. All three of our fine accounting programs were created especially for the Macintosh!

MultiLedger™

Now you can get General Ledger, Accounts Receivable, Accounts Payable, and Inventory tracking together in one completely integrated program ... at a fraction of the cost of buying individual G/L, A/R, A/P, and Inventory modules.

Payroll

This easy-to-learn, easy-to-use payroll system is ideal for most organizations or businesses with 1 to 1000 employees. Use it as a stand-alone program or integrate it with either of our ledger programs.

Cash Ledger

This is a full-featured accounting system for businesses or organizations using cash-basis reporting. It can also be used by accountants or other professionals who require "write-up" capability.

WE COULDN'T HAVE SAID IT BETTER

"If your preference is for lean, no frills software, you may find that this program wins out over more elaborately packaged rivals."

Macintosh Today
June 20, 1988 / page 28

"This program is so good that if it's the first one you test, I can almost guarantee you it will be the only one you test."

"Computer Output" column
Oshawa Times (Toronto)

"My favorite all-around accounting program is CheckMark Software's MultiLedger/Payroll set. It was the simplest and most logical program I examined that provided a reasonably full set of accounting capabilities. Its price/performance ratio represents an excellent value."

Macworld
September 1988 / page 169

MultiLedger - \$395.00
Payroll - \$295.00
Cash Ledger - \$195.00

Full-functioning demo disks available
Dealer inquiries welcome

CHECK MARK
SOFTWARE INC.

1520 E. Mulberry / Suite 200
Ft. Collins, Colorado USA 80524
303-484-3541 In Canada 416-731-0744

800-444-9922 ext 61

Exhibitor Descriptions

Caere Corp.

100 Cooper Ct.
Los Gatos, CA 95030

716 **BEC**

OmniPage is the first product that will allow existing desktop scanners the ability to recognize virtually any page, no matter what mix of images and different sizes of fonts and type the page contains. This means that for the first time you will be able to scan and recognize a page or multiple pages containing multiple columns, a mixture of graphics and text, italics, bold, or underlined text from 8-72 points.

OmniPage is available in two versions: An Apple Macintosh version and an MS-DOS version. The Apple version will support any Macintosh II or Macintosh SE. The machine must have four megabytes of RAM and it is recommended that you use an accelerator on the Macintosh SE. The MS DOS version will support any XT 386, or 386 windows compatible machine with an XT compatible slot.

CalComp Inc.

2411 W. La Palma Ave.
Anaheim, CA 92801

5151 **WTC**

CalComp is demonstrating plotters using a variety of technologies—including its recently introduced Artisan Model 1025 pen plotter, which can produce drawings in ANSI sizes A through E, and ColorView Model 5913 thermal transfer plotter/printer, which produces A- and B-size hardcopy with a resolution of 300 dots per inch. Also being shown is the Macintosh version of the CalComp DrawingBoard, a series of digitizers available in A-, B- and C-size tablets.

Cambridge Electronics

255 Beacon St.
Somerville, MA 02143

500 **BEC**

At Cambridge Electronics, we are seriously committed to the Macintosh user. We offer expert advice and ongoing support. As a "Mac-only" peripheral dealer, we are a resource for the day-to-day needs as well as the high-end solution. We specialize in video-production tools and data acquisition. We offer color and black & white monitors, postscript and quick-draw printers, flatbed and 3-D scanners, networking devices, film recorders, memory, accelerators and of

course, a complete line of Mac related products. In addition, we offer architectural drawing and CAD software packages. We are also New England's exclusive reseller of Jasmine Drives. When we can be of assistance to you, call us at 617-625-2525 or FAX 617-629-2696. Come visit us at Booth #500.

Cambridge North America

424 Cumberland Ave.
Portland, ME 04101

2106 **BEC**

Cambridge Z88 - two pound portable computer. 4 AA batteries provide 20 hours use; keep memory alive for months. Task-switching operating system. Transfer MacWrite, text and WKS files - even data from HyperCard stacks - between the Z88 and Macs. Create and change files with the built-in word processor, spreadsheet and other applications. Display: 8x106 supertwist LCD; Memory: up to one megabyte; Keyboard: silent-use in meetings, classroom, library. Cambridge North America (800) 888-3723.

Canon U.S.A., Inc.

One Canon Plaza
Lake Success, NY 11042-1113

5858 **WTC**

Still video products for the Macintosh Plus, SE, II. XAPSHOT (RC-250) - low cost still video camera for desktop publishing. *RC-470 (still video camera and RV-301 player) - higher grade still video system for desktop publishing. *FP-510 (full color printer) for Mac II.

Capilano Computing

1168 Hamilton St., #501
Vancouver, B.C.
Canada V6B 2S2

5514 **WTC**

Capilano Computing offers circuit design tools running on the Macintosh, including DesignWorks, the most powerful and interactive low-cost schematic and simulation package on the market. DesignWorks offers advanced schematic editing, flexible report generation, SPICE interface, PLA support, and many other features. At this MACWORLD Expo, we are introducing MEDA™—the Modular Electronic Design Application, which offers the ability for users and third parties to add fully integrated functions to DesignWorks.

Carina Software

830 Williams St.
San Leandro, Ca 94577

2069 **BEC**

Casady & Greene, Inc.

P.O. Box 223779
Carmel, CA 93922

5570 **WTC**

ACE: Access Control Environment is an integrated security program for the Mac. ACE provides multiple levels of security, continuous viral protection, and activity logging by controlling access to various functions, files, and programs on your Mac. Among ACE's long list of features is the ability to control the illegal copying of software, access to printers & DAs, insert disks, rearrange desktop, create & delete files, initialize disks, prevent launching of unregistered programs, and much more. The program has taken over 18 months to complete. ACE is the most complete security program ever designed for a personal computer.

Cayman Systems, Inc.

26 Landsdowne St.
Cambridge, MA 02139

415 **BEC**

The GatorBox from Cayman Systems, Inc. is an intelligent gateway which fully integrates Apple Macintoshes into Ethernet and Token Ring network environments. The GatorBox comes preconfigured with interface cards for Apple's LocalTalk and Ethernet (thin or thick wire) or LocalTalk and Token Ring, and serves as the platform for Cayman's networking software. Connect your LocalTalk and Ethernet or Token Ring networks to the GatorBox and let networked Macintosh users communicate across all three networks while gaining access to file-sharing, printing, and mail services in TCP/IP network environments.

Don't miss our Macworld Specials.

Sun Remarketing is offering big savings on the Macintosh-compatible Lisa, and on Macintosh software and peripherals during Macworld Expo. Here's just a small sample of the great prices you'll find:

Macintosh-compatible Lisa
with 20MB Hard Drive.
\$1,095 Save \$400

19" Moniterm Color Monitor.
\$2,995 Save \$2,095

Fortis DM 1310 Printer.
(Mac compatible) **\$249** Save \$80

Apple Tote Bag.
Free with \$15 minimum purchase.
(Tote Bag is a \$69 value.)



For more details, see our insert
on pages 97 and 98.
Or see us at Booth #5061.

Win a Lisa, Mac Plus, or one of our daily drawings.

Enter Sun Remarketing's Macworld giveaway and win your choice of an Apple Lisa, or a Macintosh Plus. You can also win other valuable software, hardware and peripherals during one of our daily drawings. Turn to our insert on pages 97 and 98 for an entry form and details.

Grand Prize. Choose between an Apple Lisa with a 20MB hard drive, or a Macintosh Plus.

Daily Drawings. Win an Apple SCSI Drive, a Fortis DM 1310 Printer, WordPerfect for the Macintosh, or a Smart One Modem and MacNet Software.



For more details and an entry form, see
our insert on pages 97 and 98.
Or see us at Booth #5061.

Exhibitor Descriptions

CD-ROM EndUser
6609 Rosecroft Pl.
Falls Church, VA 22043

5003 **WTC**

CD-ROM EndUser Magazine is a monthly publication featuring listings and reviews of CD-ROM products, articles of interest to users of CD-ROM products, and a host of regular columns from experts in the field of optical technologies. The magazine is free to persons who use or produce CD-ROM products, including software dealers, graphic artists, institutions, researchers, librarians, user groups, publishers and others.

CE Software, Inc.
1854 Fuller Rd.
W. Des Moines, IA 50265

1810 **BEC**

QuickMail™ 2.0: It is an easy-to-use electronic mail package for two or more Macintoshes on a network. It can do much more; linking networks over modems, spanning gateways and bridges on internets, reaching those without computers, remotely accessed from any computer, exchanging messages and files with electronic services, collecting data . . . seamlessly. QuickKeys™ 1.2: the most efficient keyboard enhancer, now includes QuickTimer™. Calendar-Maker™: for professional presentation-quality calendars. DiskTop™: It's like having the Finder (and then some) in a desk accessory. MacBillboard™: Create posters, certificates, iron-on transfers, banners, greeting cards, and more! MockPackage™ Plus Utilities: Desk Accessories includes Mock-Write™, MockTerminal™, Mock-Printer™, MockChart™. NEW: Aask, Control-1, EZ-Menu, FolderShare. **BONUS:** Widgets and LaserStatus.

Ceres Software, Inc. 921 **BEC**
9498 S.W. Barbur Blvd., # 103
Portland, OR 97219

Ceres Software, Inc. presents the all new Inspiration 2.0—The Thought Processor. Inspiration makes taking your ideas or information from conception to communication easier. It integrates fast and easy visual diagraming and powerful outlining. Inspiration eliminates drawing and diagraming hassles. Inspiration makes planning and writing easier. Both diagram and outline views are fully integrated. Use the form that best fits the project and your thinking process. Come see what we can do for you!

Chang Labs 5504 **WTC**
5300 Stevens Creek Blvd.
San Jose, CA 95129

C.A.T.3: an astonishing new productivity tool, combining the Mac's fastest relational database with word-processing and forms management. C.A.T. keeps track of your contacts, writes and stores letters, forms, and all your activities, and files it all by date, person, and activity. An ideal laptop companion! MacCalc: combining speed, style, and simplicity in an Eddy Award-winning spreadsheet that's the best spreadsheet value anywhere. Rags to Riches: top-rated modular accounting series. SPAMM: a software accelerator for Macintosh Mathematics!

CheckMark Software, Inc. 5627 **WTC**
1520 E. Mulberry, Ste. 200
Ft. Collins, CO 80524

CheckMark Software is demonstrating three accounting programs: Payroll, a complete payroll system for companies with 1 to 1000 employees; MultiLedger, which combines general ledger, accounts payable, accounts receivable, and inventory in one modestly priced package; and Cash Ledger, the perfect entry level accounting package for small businesses. All three easy-to-learn and easy-to-use programs were designed specifically for the Macintosh.

Please see our advertisement on page 47.

Chisholm 5054 **WTC**
910 Campisi Way
Campbell, CA 95008

Chisholm will demonstrate its family of Looking Glass computer projection products, plus the Light Writer accessory. Looking Glass projects in 16 simulated colors, using a standard overhead projector, compatible with all Macintosh SE/Plus, Mac II's and IBM video standards of VGA, EGA, CGA. Light Writer, a Looking Glass accessory, will be demonstrated. Now hand written information, drawings, etc., can be added to the projected image.

Chorus Supercomputer, Inc. 161 **BEC**
(Human Devices, Inc.)
100 Varick St.
New York, NY 10013

Chorus will be introducing an expanded RAM (up to 64MB) version of its ComputeServer™, an inexpensive, plug-and-go supercomputer designed to lend its performance to networked Macs. Chorus' Linda development environment allows compute-intensive parts of Mac applications to be sent to the ComputeServer's parallel RISC processors over LocalTalk or Ethernet. By combining Mac friendliness, supercomputer speed, unmatched price-performance and now mainframe class memory capacity, Chorus redefines high-speed computing.

Circuit Research Corp. 545 **BEC**
4 Townsend West, Ste.#3
Nashua, NH 03063

Circuit Research will be showing its first of a line of FlexFAX communications products. The FlexFAX 9624 is an external 9600bps fax and 2400bps data modem. The FlexFAX 9624 will operate in the background and communicate with any Group III fax machine as well as 300bps, 1200bps, or 2400bps data modems. The FlexFAX 9624FD is an external 9600bps fax and 2400bps data modem with 'stand alone' capability utilizing its on board floppy disk storage. The FlexFAX 9624FD will also allow you to use your standard fax machine as a scanner or printer for total "FlexFAX - ability."

Exhibitor Descriptions

Claris Corp.
5201 Patrick Henry Dr.
P.O. Box 58168
Santa Clara, CA 95054

5262 **WTC**

Claris Corp. will be featuring its graphics-based applications software for the Macintosh. These include the best-selling database package, FileMaker II; the two-dimensional computer-aided design and drafting product, Claris CAD; the leading drawing tool for business, design, and engineering, MacDraw II 1.1; MacProject II 2.0 for planning and presenting even the most complicated projects; MacPaint 2.0, a powerful free-form graphics tool; the SmartForm Designer, a versatile forms development tool; and MacWrite II, the essential in word processing.

Please see our advertisement on pages 52 & 53.

CMS Enhancements, Inc.
1372 Valentia Ave.
Tustin, CA 92680

5168 **WTC**

CMS Enhancements, Inc. is a global producer of mass storage subsystems and accessories for laptop and personal computers, including Macintosh Plus, SE, II and IIfx. The company offers a full line of high-quality internal and external as well as expandable subsystem configurations ranging in capacities from 20 mbytes to 2.4 gbytes.

Coda Music Software
1401 East 79th St.
Bloomington, MN 55425

5625 **WTC**

Music publishing, educational, and entertainment software: Finale, MusicProse, Perceive, MacDrums, music fonts.

Cognition Technology Corp.
55 Wheeler St.
Cambridge, MA 02138

1206 **BEC**

Cognition Technology, the world leader in hypermedia-based expert system technology, presents the latest in knowledge automation for business, engineering, law, medicine, architecture, the financial industry and federal government agencies. MacSMARTS™ for rapid prototyping and development of expert advisors to diagnose, troubleshoot, design, dispense and interpret complex knowledge quickly and simply. MacSMARTS™ Professional for advanced knowledge management with full hypertext, database access and computational power. PageSMARTS™ for intelligent desktop publishing. ChartSMARTS™ for on-target desktop presentations.

Please see our advertisement on page 71.

ComData, Inc.
3221 N. Armistead Ave.
Hampton, VA 23666

818 **BEC**

ComData, Inc. designs, produces and markets DOS connectivity products. MacConverter uses the 80286-8 processor to run DOS, BASIC and DOS applications on your Macintosh II. MacChassis enhances MacConverter by providing 7 DOS expansion slots and 1 NUBUS slot for installation of video cards (EGA/VGA), tape backup, hard drives, etc. This means complete DOS compatibility. MacCOM, a DOS 2-port serial card for the Mac II provides 2 DB-9 serial port connectors for total interconnectivity.

Complete PC, The
521 Cottonwood Dr.
Milpitas, CA 95035

2111 **BEC**

The Complete PC, a leading manufacturer of fax, voicemail and scanner products, will be showing two new scanners for The Macintosh Computer. The Complete Half-page Scanner/400 for The Macintosh is a 4.1" wide hand-held image scanner which scans at 200, 300 or 400 dpi. The Complete Page Scanner is a 200/300 dpi sheet-fed page scanner. Both scanners include a SCSI interface box and Smartscan image manipulation software for editing and saving scanned images.

CompServCo
1921 Corporate Square Blvd.
Slidell, LA 70458

1824 **BEC**

HyperGene is a genealogy program which keeps track of relatives, whether by blood or marriage, as well as information such as aliases, spellings, land holdings, military history, artifacts, documentation, and bibliographies. Ancestors and descendants can be viewed or printed in a tree format from the point of view of any subject. At any time, a book can be printed with all of the appropriate trees and subject data sheets.

CompuCover
2104 Lewis Turner Blvd.
Ft. Walton Bch., FL 32548

421 **BEC**

Compugraphic Corp.
90 Industrial Wy., 90-2-2F
Wilmington, MA 01887

1916 **BEC**



Ruby Callany
import/export

Martin Waterhouse
product analyst

James Hodgdon
research scientist

Val Scott
homemaker

Chris Shedenhelm
college student

Joe Kevin Hash
writer

Gary Sparks
stock options market maker

CompuServe introduces human intelligence for your Mac.

Thousands of people just like you have put their heads together to form one of the world's most advanced data processors—CompuServe's Mac® Forums. And they'd like you to join them.

Forum members share problems and solutions on our bustling message center. They access and contribute to huge data libraries teeming with the best shareware and public domain software anywhere. And they take on the latest computing topics in live, online conferences.

Nothing can make your Mac as intelligent or as friendly as CompuServe's Forum members.

To join CompuServe, see your computer dealer. To order direct or for more information, call 800 848-8199. If you're already a member, type GO MACINTOSH at any ! prompt.

CompuServe®

Visit Us At The MacWorld Expo! Booth 1644 At Bayside.

**After
10 minutes
with us,
most people
can't keep
their Word.**



CLARIS™

Visit us at MacWorld Exposition, Booth #5262
World Trade Center, Boston, August 10-12, 1989

It's easy to see why. With over 50 added features, our brand new MacWrite® II software delivers all the power and performance you'll ever need from a word processor. Without any of the complexities or awkwardness of Word.

We've earned glowing reviews.

But don't just take our word for it. *MacWEEK** commented, "MacWrite II is both sexy and effective." Don Crabb lauded MacWrite II for being fast, accessible, and powerful—without being bloated.

Still, the most important review is your own. Which is why we're offering our free demo disk. In minutes, you'll discover the first program to take the process out of word processing.

Everything you need.

Now it doesn't take an Einstein to format your page any way you want. MacWrite II can directly import graphics. Incorporate up to ten columns and include footnotes. Create custom font sizes from 2 to 500 point and add your favorite styles right in the menu. Even store your most commonly used page formats.

Whatever your document winds up looking like, you can always rely on our 100,000 word dictionary to check your spelling. Our 220,000 word thesaurus to help you find the right word. And our extensive search and replace to globally change words, fonts, or styles.

Once your document is ready, our editable page preview verifies it's letter perfect. From here, you can very easily send it out into the world with our mail merge capability.

But don't toss out your old word processor just yet. At least not before you directly import your old files to MacWrite II. Our file compatibility also lets you export files.

Despite these new features, MacWrite II is refreshingly straightforward.

You don't need a manual (we include one, though, for purists). There's on-line help, too, in the form of a HyperCard stack (you probably won't need this either but it's good to know it's there).

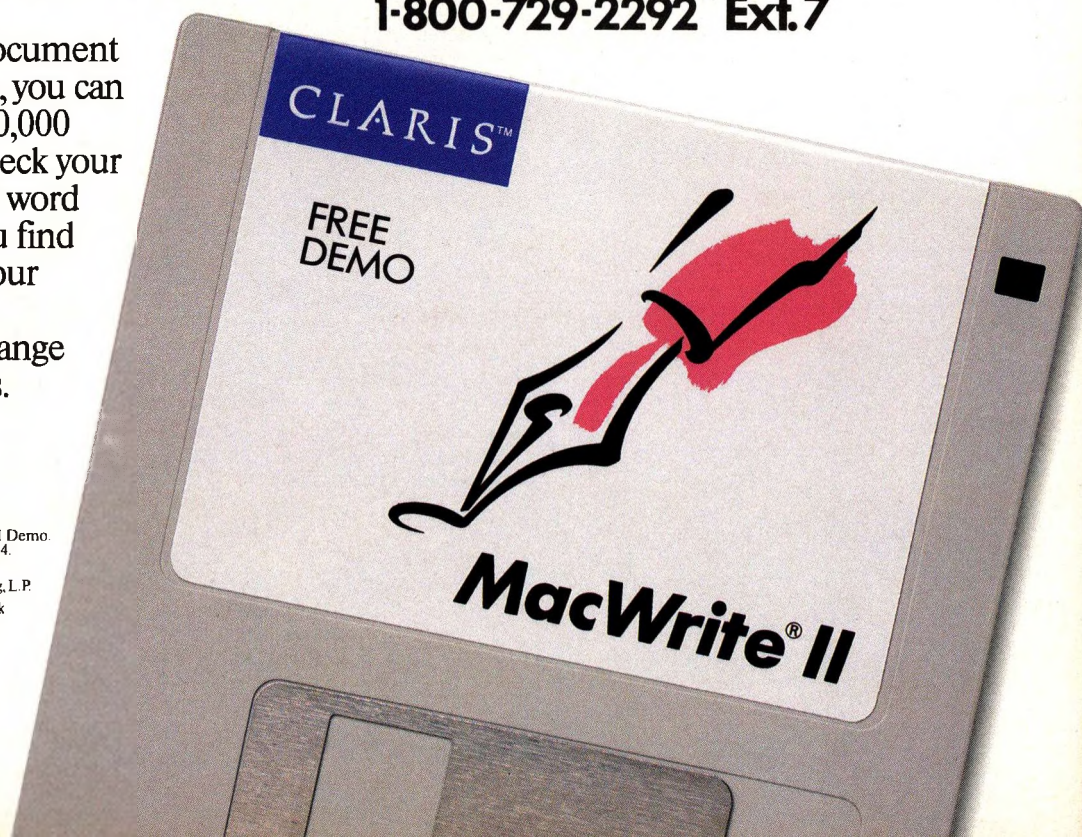
Take a minute to call for your free demo.

With MacWrite there's finally nothing standing between what you want to say. And how you say it.

Call us for your free demo disk. It's definitely worth your while. Enclosed with the disk is a \$25 rebate on MacWrite II.

The few minutes it takes to review MacWrite II will change the way you write. We give you our word.

1-800-729-2292 Ext.7



For residents of Alaska and Hawaii, please call (408) 727-8227 to receive your free MacWrite II Demo. For your MacWrite II upgrade call 800-544-8554.

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Exhibitor Descriptions

Compuneering, Inc. 5334 **WTC**
113 McCabe Crescent
Thornhill, Ontario
Canada L4J 2S6

Structural and civil engineering, as well as surveying, hydrology and other engineering products, will be demonstrated. Some of the products are: *LANDesign, a fully interactive surveying and land layout product. *Structural analysis programs: FRAME mac (for frames, trusses and beams), BEAM mac 2 (for continuous beams) and BEAM mac (for simple beams). *MacShapes is used for calculating geometric and structural properties of shapes. *And more engineering-related products.

CompuServe Inc. 1644 **BEC**
5000 Arlington Centre Blvd.
Columbus, OH 43220

CompuServe Incorporated will feature the CompuServe Information Service, the world's largest online information service for personal computer users. CompuServe provides access to more than 1,300 databases covering hundreds of subject areas. Compu-Serve Navigator, a communications software package for the Mac, will be highlighted and demos provided by Michael O'Connor, the product's developer. CompuServe Navigator packages, CompuServe membership kits and Almanacs will be sold at special MACWORLD Expo prices.

Please see our advertisement on page 51.

Computer Accessories Corporation 816 **BEC**
6610 Nancy Ridge Dr.
San Diego, CA 92121

CAC will be exhibiting the Proxima Data Display MultiMode, an LCD projection panel compatible with the Macintosh II with the ability to project in up to 16 shades of simulated color. The panel provides high resolution for the Macintosh II (640 x 480) and downward compatibility to monochrome Macintosh computers. It is equipped with a wireless remote control for more effective presentations and all cabling to run both the Proxima Data Display MultiMode and the Macintosh II's monitor. Optional cabling and adapter systems are available for the Macintosh SE, Plus, and 512K.

Computer Currents 5520 **WTC**
20 Speen St.
Framingham, MA 01701-9171

The Boston edition of Computer Currents will be offered free of charge to MACWORLD Expo attendees. Boston Computer Currents is part of the largest network of regional computer publications in the U.S., with editions in the Bay Area, Los Angeles, Boston, Atlanta and Dallas.

Computer Expressions 337 **BEC**
3833 Chestnut St.
Philadelphia, PA 19104

Computer Expressions specializes in applying company logos to a line of premium Mouse Pads, Coffee Mugs and page-a-day Computer Calendars. In addition to canvas pads with matching grey rubber, the newly introduced hard-surface Turbo pad affords the power user maximum tracking speed coupled with easy cleaning. Multi-colored Hi/Res® Coffee Mugs with the 6 color Apple logo on one side and the dealer name on the other, provide high visibility. The page-a-day Computer Calendar defines a different computer word each day and is a daily reminder of a company's advertising message.

Computer Friends 1621 **BEC**
14250 NW Science Park Dr.
Portland, OR 97229

Computer Friends will be displaying video & color graphics products for the Macintosh II-TV Producer, a genlock board for integrating video and graphics or animation created on the Mac and exporting the combination to tape or large scale display; Color-Freeze-24, an image capture board that digitizes video images in 24 bits for use as picture files in DTP or creation of color prints; Modern Artist 2.0, a color paint program; and the PanChroma, a 300 dpi color printer. Also showing will be the LightFax 9624, a 9600 baud fax/2400 baud modem, and various MacInkers, automatic ribbon re-inkers for single and multi-color printer cartridges.

The Computer Giftware Co. 318 **BEC**
521 State St.
Glendale, CA 91106

The Computer Giftware Company is a product development and marketing firm specializing in unique, non-technical accessory products developed for the personal computer environment. Our products are designed to be fun as well as functional, making them unique in the personal computer field. The line includes: GraphicPads™, ExecutivePads™, DISCoasters™, ComputerClocks™, Traveler Series Computer Luggage, Diskette Wallets, Computer Dustcovers and Keyboard Pillows. Special customized versions of our products are available for promotional use.

Computer Museum, The 2118 **BEC**
300 Congress St.
Boston, MA 02210

Exhibitor Descriptions

Computers, Etc.
216 Newbury St.
Peabody, MA 01960

5614 **WTC**

Computers, Etc. continues to be one of Apple's largest independent dealerships in the country. Our store is located just north of Boston on Route 1 at 216 Newbury Street in Peabody (508-535-5252). Computers, Etc. stocks and displays a large inventory of software, hardware and peripherals to meet your computing needs whether you have a Macintosh, Apple II or IBM. Computers, Etc. also has a complete training center and expert service department. Our booth is currently showing and selling all of Apple's Macintosh hardware as well as most of the best in third party peripherals including scanners, laser printers, memory, hard drives and monitors by GCC Technologies, Radius, Howtek, Tektronics and others. We are also displaying and selling the best in Macintosh software accessories and supplies.

ComputerWare
2800 W. Bayshore Rd.
Palo Alto, CA 94303

1816 **BEC**

5765 **WTC**

ComputerWare, the original all Mac source is the largest retailer at Boston MACWORLD Expo. Visit us (or our knowledgeable sales staff) at our main booth in Bayside - #1816 - and our "outpost" #5765 in the World Trade Center. We carry both common and hard to find products for the Mac and we will match documented show prices. Our multilingual international department and corporate representatives will be on-hand to serve you as well.

CONNECT Inc.
10101 Bubb Rd.
Cupertino, CA 95014

5651 **WTC**

The CONNECTSM Professional Information Network provides global electronic mail, file and graphics transfer between Macintosh and MS-DOS computers. The network is accessed through platform specific versions of CONNECT Inc.'s icon driven communications software which provides ease of use enhanced by transparent connecting protocol. The CONNECT service includes gateways to other networks, on-line Newsfeeds, securities updates, plus public and private information forums operated by business and professional organizations. CONNECT Inc. co-develops applications to meet specific communications needs.

Connectix
125 Constitution Dr.
Menlo Park, CA 94025

5526 **WTC**

Connectix's VIRTUALTM program is designed for Macintosh users who desire more internal memory, but do not want to pay the high cost of RAM. The VIRTUAL program provides virtual memory capability for the Macintosh II, IIx, IIcx or SE/30 and allows users to run application software with 8 Mbytes of virtual memory while having as little as the original 1Mbyte of memory installed.

CLUBMACTM

ClubMacTM is a CD-ROM publication composed of elements normally found in magazines, online services, and public access broadcasting.

ClubMac contains over 570 megabytes of:

- Articles/Tech Notes**
- DAs**
- DTP Tools**
- Fonts**
- Games**
- Graphics**
- INITs/FKeys**
- Music/Sounds**
- Stacks**
- Laser Tools**
- Developer Tools**

Quantum Access, Inc. 1700 West Loop S., Suite 1460
Houston, TX 77027 (713) 622-3211

© Quantum Access, Inc.

CD-ROM

Exhibitor Descriptions

Creative Solutions 5243 **WTC**
4701 Randolph Rd. Ste. 12
Rockville, MD 20852

Hurdler™ add-in boards for the Macintosh II & SE/30. Featuring new SE/30 serial and parallel boards as well as prototyping and extender cards. Mac II NuBus boards include: 2 or 4 channel intelligent serial boards, Centronics Parallel Interface, prototyping boards, and specific NuBus to popular industrial control busses such as STD bus, Metra Bus, Motorola IO Channel and the IBM PC Bus. MacForth Plus interactive programming language and related utilities will also be featured. Announcing a NuBus SCSI accelerator and NuBus Versatec "Greensheets" interface.

Cricket Software, Inc. 5458 **WTC**
Great Valley Corporate Center
40 Valley Stream Pkwy.
Malvern, PA 19355

Cricket Software, the leader in graphics productivity, will demonstrate its comprehensive family of advanced drawing, painting, graphing and presentation applications for the Macintosh computer. Featured products will include Cricket Presents, the professional desktop presentation tool; Cricket Paint, the third generation monochrome painting program; Cricket ColorPaint, the affordable, fun and easy-to-use color painting program; Cricket Draw Master, the power, productivity and performance PostScript drawing package, and the introduction of the second member of Cricket Software's advanced Master series of graphics applications, Cricket Graph Master.

Crosby Creations 5657 **WTC**
East 124 Sinto Ave.
Spokane, WA 99202

Crosby Creations manufactures: nylon fabric dust covers tailored to fit almost all computers on the market today. They are available in 7 colors with optional logos and come packaged in attractive display boxes; carry cases of 420 denier water proof nylon pack cloth lined with 1/2 inch dense foam and designed to enable quick access for the busy person. We also design custom bags; disk wallets, attractive fabric folders for carrying disks.

Crosfield Design Systems 711 **BEC**
11401 Rupp Dr.
Burnsville, MN 55337

Crosfield Design Systems exhibits the connection between the Dicomed Imaginator II Design Station and Lightspeed Color Layout System. The Imaginator II provides a comprehensive set of tools for manipulation, retouch, composite montage and illustration of high resolution images and artwork. The Lightspeed Color Layout System is a full-color design and layout system based on the Macintosh II for creating, revising and specifying designs and full-color comprehensives. Both systems have links to electronic prepress systems to streamline the production process.

Cultural Resources, Inc. 2101 **BEC**
7 Little Falls Way
Scotch Plains, NJ 07076

This set of HyperCard stacks provides an overview of more than 3700 years of Western culture and is the culmination of over two decades of research in humanities. The 5 megabyte (seven 800K disks) program includes over 200 graphics, 75 signature melodies of famous composers, 1850 cards, 2000 hypertext links and 90 essays on topics ranging from the Black Plague to Impressionism. A unique feature of the product is the 21 cultural grids that organize over 5000 people, places and events by country, discipline and generation.

Custom Applications, Inc. 5011 **WTC**
900 Technology Park Dr., Bldg. 8
Billerica, MA 01821

Freedom of Press is a software PostScript language compatible interpreter that allows users to print or image PostScript language files on ordinary laser, inkjet, 24 wire dot matrix, color thermal transfer printers and film recorders. Freedom of Press supports the entire PostScript language command set including 24 bit color images. The program runs on Macintosh II, IIx, IIcx and SE 30 computers with 2 or more megabytes of memory.

Dantz Development Corp. 5007 **WTC**
1510 Walnut St.
Berkeley, CA 94709

Dantz Development, the authors of DiskFit™ proudly introduce Retrospect™, archiving and backup storage for the Macintosh. Retrospect provides a powerful, automatic solution for the archive and backup needs of individual users or the largest networks. Retrospect supports any Macintosh storage media, including disks, tape, optical cartridges and file servers, and features compression, DES encryption, automatic file selection, browsers, and calendared operation.

Data Pad Corp. 339 **BEC**
48 North Geneva Rd.
Orem, UT 84057

Data Pad produces the highest quality mouse pad in the world, creating customized promotional pads for the industry's leading manufacturers, developers, and publishers. Our Speed Pad®I is the original hard topped pad. The second generation Speed Pad®II was developed to maximize the power of any developer's application. The patented pad's clear, flip-up cover holds Software Reference Cards, increasing ease of use and fast startup by placing a software expert at the user's fingertips.

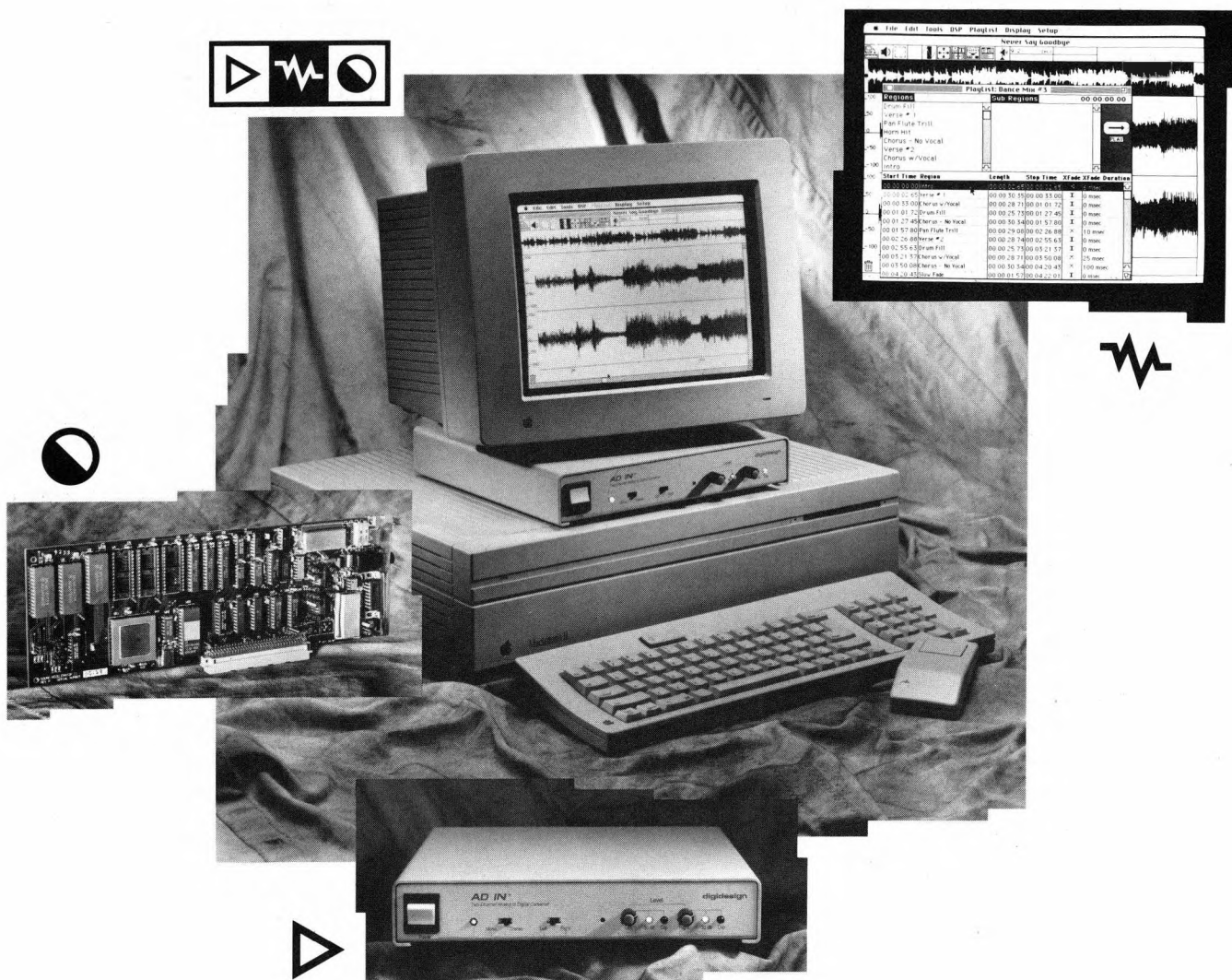
Data Translation 5434 **WTC**
100 Locke Dr.
Marlboro, MA 01752

Data Translation, Inc. is a leading supplier of Video Graphics hardware and software for desktop video applications on the Mac II family of computers. Data Translation also distributes PhotoMac color desktop publishing software. PhotoMac version 1.0 received the 1989 MacUser Eddy Award for "Best New Color-Image Processing Software Product". In addition, Data Translation manufactures data acquisition systems for the Mac II to convert real world data to digital form.

DataDesk International 601 **BEC**
7651 Haskell Ave.
Van Nuys, CA 91406

Sound Tools

Affordable Digital Recording *and* Editing



If you've heard the clarity of sound produced by a compact disc, you can appreciate the exceptional quality of 16-bit digital audio. Imagine producing your own music with this fidelity and unequalled editing flexibility. At an unprecedented price. Introducing Sound Tools.™

Sound Tools is a complete digital recording and editing system based on the Macintosh® II or SE personal computer. Featuring the Sound Accelerator™ Digital Signal Processing Card, the AD IN™ Analog to Digital Converter and Sound Designer II™ Audio Editing Software, Sound Tools gives you high quality stereo hard disk recording *and* sophisticated, yet easy to use editing power.

Sound Tools can solve virtually any audio production problems you encounter. Use Playlist editing to create multiple edited arrangements—30 second radio spot; 3 minute single; 10 minute dance mix—without altering your original recording. Got a dull sounding 33 second commercial? Use

Sound Tools' Parametric EQ and Time Compression to transform it into a brilliant 30 second spot. Need to sync it all up to tape? Sound Tools provides full SMPTE synchronization via MIDI Time Code. For owners of digital samplers, there's stereo waveform editing and universal sample transfer.

With these features, compare Sound Tools to *any* audio editing system. You'll find one difference.

Price.

Visit your Digidesign dealer today for a personal demonstration and call 800-333-2137 for a free catalog.

digidesign

1360 Willow Road Suite 101
Menlo Park, CA 94025
415.327.8811

Macintosh is a registered trademark of Apple Computer, Inc.

Exhibitor Descriptions

DataViz, Inc.
35 Corporate Dr.
Trumbull, CT 06611

5133 **WTC**

DataViz, specialists in databridge software, will be presenting the MacLink™ Plus family of connectivity software. These applications provide a complete, easy to use solution for file transfer and conversion between your Macintosh and IBM PC, Wang PC, Wang VS, and Wang OIS systems. Each package includes MacLinkPlus/Translators library of over 60 translators for word processing, spreadsheet, database and graphic files.

Please see our advertisement on page 59.

Dayna Communications, Inc.
50 South Main St., 5th Floor
Salt Lake City, UT 84144

5204 **WTC**

DaynaFILE is an external disk drive for the Macintosh that allows your Macintosh to read and write MS-DOS disks. The DOS Mounter allows MS-DOS files in your Apple SuperDrive to appear on the desktop. DaynaMAIL is electronic mail for Macintosh, PC, and mixed workgroups. DaynaTALK increases the capacity of LocalTalk compatible cables to handle heavy network usage without degrading performance. DaynaNET offers all the features of a high-end LAN at an entry-level price.

Please see our advertisements on pages 9 & 89.

DayStar Digital, Inc.
5556 Atlanta Hwy.
Flowery Branch, GA 30542

554 **BEC**

DayStar Digital is showing the new 33/300 Accelerator II and 33/030 Accelerator IIx, accelerator boards using a 33 MHz Motorola 68030 processor which more than doubles the speed of the Mac II and IIx. The DayStar Digital System XCI (Extended CPU Interface) is also demonstrated. Capable of transferring data over four times faster than the standard NuBus Interface, System XCI consists of three boards: RAM, Video and SCSI accelerators. For connectivity solutions, DayStar Digital's LT200 LocalTalk Interface Boards for the PC and PS/2 let you connect your PC or PS/2 to a LocalTalk network. Also shown is the DayStar Digital FS100, an Apple-Share-compatible PC-based file server.

DCA
1000 Alderman Dr.
Alpharetta, GA 30201

1618 **BEC**

With DCA's MacIRMA you have the power of IRMA with the ease of your Macintosh. MacIRMA lets your Macintosh function as an IBM 3278 or 3279 terminal, communicating with an IBM mainframe computer. The MacIRMA Family of Products also includes MacIRMA Graphics software to access mainframe graphics applications such as SAS or TELL-A-GRAF. MacIRMA API (Applications Programming Interface) provides specifications for programmers developing custom software in C or in Hypercard. MacIRMA was once again voted by the readers of Macworld Magazine as the 1989 World Class winner for best Communications Board category.

Please see our advertisement on pages 44 & 45.

DeltaPoint, Inc.
200 Heritage Harbor, Ste. G
Monterey, CA 93940

5452 **WTC**

DeltaPoint, formerly Access Technology, is showing MindWrite and Trapezoid and two new products, a business graphics and charting package and an entry-level word processor. Delta-Graph™ features 20+ 2-D and 3-D chart types, perspective views, Postscript® support, links to Excel 2.2, internal drawing package, full color support, fill patterns, bezier curves, multi-font text editing. Taste, the new \$99 word processor featuring a complete drawing pallet, address book, mail merge, character-based text and background color, graphical page layout.

Design Science, Inc.
6475-B East Pacific Coast Hwy., Ste. 392
Long Beach, CA 90803

137 **BEC**

FractionMaker Plus is a new program for creating PostScript and screen fonts based on an existing font. It can be used to create fonts containing fractions, small caps, condensed, expanded, and oblique characters. MathType 2.0 is the most powerful tool for creating publication-quality equations available. It can be used to create technical reports and books, classroom materials, and presentations. MathType works with your word processor, desktop publishing, or desktop presentation program.

Digidesign
1360 Willow Rd., #101
Menlo Park, CA 94025

5025 **WTC**

CD-quality recording, editing and playback for the Macintosh!! Digidesign will be demonstrating their award winning (1989 MacUser Eddy-Best New Emerging Technology) audio products for the Macintosh. Incorporating both software and hardware, these products give the Macintosh the audio fidelity of the compact disc, while incorporating powerful editing tools which turn your Macintosh into a personal-yet professional quality-recording studio! Digidesign brings years of experience in the music industry to the Macintosh Multimedia market.

Please see our advertisement on page 57.

NOW, MACLINKPLUS TRANSLATES EVERYTHING UNDER THE SUN

MACWORLD EXPO
BOOTH 5133 WTC



The award-winning software package that transfers and translates files between Macintosh and DOS or OS/2 programs now does the same for Sun worshippers. And for the NeXT world.

With MacLinkPlus/PC, you can now send files in either direction between Macintosh and virtually any other desktop environment. Files arrive in the new environment with the correct styles and formats in place—just as if they had been created there.

MacLinkPlus/Wang OIS and MacLinkPlus/Wang VS provide the same bi-directional connectivity between Macintosh and Wang.

TRANSFERS AND TRANSLATES

The MacLinkPlus/PC package arrives with everything you need—software, manual, a direct connect cable (a Hayes modem or compatible also works), and our full library of over 60 translators.

If you don't need file transfer capabilities (maybe your Macs and PCs already share a network or server), then simply order MacLinkPlus/Translators. It's the same package without the cable

and communications capabilities. And, it's the ideal software purchase for anyone with a Macintosh FDHD SuperDrive or external drive that reads DOS disks.

INSTANT PASSPORT TO EVERYWHERE

Make incompatibility a thing of the past with the MacLinkPlus family of Databridge products. For the name of your nearest DataViz dealer, call 203-268-0030 today.

All product names are trademarks of their manufacturers.



DATAVIZ
THE DATABRIDGE SPECIALISTS



Whether your business is big or small, find out why Double Helix is the most flexible tool ever made to help you manage your information.

Call 1-800-323-5423 today, and we'll send you the facts with no cost or obligation.



The software that let the man escape the animals.

Dr. David Brown of the All Creatures Veterinary Hospital in DeWitt, Iowa, knows what he wants. And he relies on Double Helix software to help him get it.

"I hate spending all my time on paperwork," he explains. "Now that we've got Double Helix, I'm not trapped in my back office anymore. So I can spend more time with my patients... *and* with my kids."

Dr. Brown's dogs, cats and horses create data-storage requirements every bit as demanding as those for human patients.

"With all the records we keep on the patients, their histories and their owners, we needed a really flexible program to manage our database. See, it used to take me all day to sit down and handwrite statements for accounts receivable. I hated it. And it kept me from seeing more patients, or from spending more time with each one."

Now, whenever Dr. Brown enters new information, Double Helix updates his patient files, mailing list and financial records simultaneously.

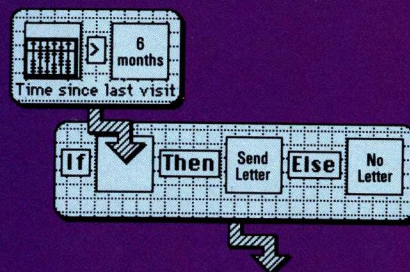
"I'm freed up now from billing, daily accounting and filing. A year ago, I didn't even have a computer. But I had a good idea of the format I wanted, and Double Helix *adapted* to it.

"It's incredible what Double Helix and the Macintosh® can do, and how simple it is to do it. If I ever go into joint practice, they've even got a 'multi-user' version where several users can get into it at once. I'm really just scratching the surface of what it can do."

Now that Dr. Brown has found a new source of leisure time, he knows exactly what to do with it.

"We'll never be rich, but we've got three great kids—10, 7 and 4. That's what it's all about, for me anyway. You know, small-town America."

Only Double Helix lets you manage information exactly the way you choose, just by arranging simple visual objects right on the screen.



"Every morning when I turn on my computer, I want to automatically send a letter to everyone I saw 6 months ago."

New Double Helix
Version 3.0
Show Special \$149
(List \$595) Booth
#5240 WTC

Double Helix.

Exhibitor Descriptions

Digital Vision, Inc. 1316 **BEC**
270 Bridge St.
Dedham, MA 02026

Digital Vision will introduce a new full color version of ComputerEyes, a low-cost (under \$400), high-quality video digitizer for the Mac II. Color ComputerEyes is a hardware and software product that accepts composite, RGB, or Super VHS input from standard video sources, digitizes in either 8 bit or 24 bit mode, and saves images in all of the standard file formats (TIFF, PICT, MacPaint, EPS). Also featured will be the popular black-and-white version of ComputerEyes which retails for under \$250 and captures 256 shades of gray. Images are compatible with virtually all graphics applications such as desktop publishing, presentation graphics, and design arts.

DisCopyLabs 608 **BEC**
2610 B. No. 1st St.
San Jose, CA 95134

Discovery Software 5566 **WTC**
163 Conduit St.
Annapolis, MD 21401

Disini Software, Inc. 634 **BEC**
2504 Sacramento St.
San Francisco, CA 94115

Lan connectivity solutions for business office and telecommuting applications.

Douglas Electronics, Inc. 508 **BEC**
718 Marina Blvd.
San Leandro, CA 94577

Let Douglas Electronics introduce you to electronic CAD on the Macintosh with the Douglas CAD/CAM Professional System. An end-to-end solution for your printed circuit board design needs, the system includes schematic, layout and autorouter software. Perfect for simple and complex boards alike, the software will handle a 16 layer, 32 x 32" board. When the board layout is complete, simply transfer it over the modem to the Douglas CAM Facility to have photoplots and/or prototype boards produced. Turnaround is as fast as 24 hours for film and 3 days for boards.

Dove Computer Corp. 5128 **WTC**
1200 N. 23rd St.
Wilmington, NC 28405

Dove Computer Corporation will demonstrate the MaraThon® family of Input/Output devices and high performance accelerators for the Macintosh II, IIx, SE/30 and SE. In addition, Dove will be showing FastNet, a family of Ethernet connectivity products, including intelligent controllers, high speed bridges and Ethernet adapters for the Macintosh. The MacSnap™ family of memory enhancements, which includes products for all Macintosh computers, will also be demonstrated.

Dr. Mac, Inc. 5609 **WTC**
14542 Ventura Blvd.
Sherman Oaks, CA 91403

Dr Mac is a nationwide mail order dealer with divisions for corporate and educational services as well as traditional individual sales. Originally conceived as a sales and consultancy business, Dr. Mac has grown into the general field of mail order, serving not only corporate and individual clients, but now shipping regularly abroad. Dr. Mac places their customers first. They have the unique ability to obtain virtually any software or hardware product within 72 hours. Give them a call and they will be happy to help you with any inquiry.

DuPont Co. 705 **BEC**
1007 Market St., EAD, NA-226
Wilmington, DE 19898

Dynamac Computer Products, Inc. 5312 **WTC**
14001 E. Iliff Ave., Ste. 410
Aurora, CO 80014

Dynamac - the world's only authorized Macintosh SE portable. Features: 640x400 pixel gold electroluminescent flat display (46% more info than the Mac SE), Options: 40, 70 or 100 megabyte internal hard drive, 1 to 4 megabytes of RAM. Every Dynamac includes an internal modem and supports a 1024x808 pixel external monitor, a keyboard and optional portable printer, and runs on 110/220 volt AC or 12 volt DC (optional). Three carrying cases are available.

Dynamic Graphics, Inc. 1637 **BEC**
6000 N. Forest Park Dr.
Peoria, IL 61614-3592

DeskTop Art™/EPS Designer's Club™, offering themed monthly collections of EPS along with Ideas and Images booklet with idea starters, how-to tips and hard copy pictorial index. Benefits also include FREE disks of general purpose EPS images and storage units for monthly disks and Ideas and Images booklets. Also DeskTop Art non-EPS collections and Step-By-Step Electronic Design How-To Newsletter for Electronic Designers. Step-By-Step Video™ - DeskTop Design: 1) Basic electronic graphics processes. Clipper Creative Art Service™ monthly hard copy art resource.

Dynamic Microprocessor Associates, Inc. (DMA) 319 **BEC**
60 East 42nd St., #1100
New York, NY 10165

Dynamic Microprocessor Associates, Inc. (DMA) develops and manufactures Mac to PC remote computing software. Our product line includes PCAnywhere III, PCMacterm, and PCMacterm/network. PCMacterm is a remote computing program which allows a Macintosh to access and run a PC using PCAnywhere III. The connection can be made via modem or cable. PCMacterm can run all programs on a PC and all peripherals attached to the PC, such as internal cards, Irma cards, network adaptor boards, supports CGA graphics mode and all text modes of PC video displays. Ideal solution for running DOS applications on the Macintosh. Copy and paste between Mac and DOS applications. Print on either Mac or PC printer. Transfer files. Compatible with MultiFinder. The PCMacterm/network version is specifically for use on AppleTalk networks. Works across AppleTalk zones and bridges. Each copy of PCMacterm/network is licensed for one PC on the network and as many Macs as are connected to that network.

Dynaware Corp. 360 **BEC**
163 Chess Dr., Ste. J
Foster City, CA 94404

Exhibitor Descriptions

E-Machines

5503 WTC

9305 SW Gemini Dr.
Beaverton, OR 97005

E-Machines offers the most complete line of monochrome, gray scale and color display systems for the Macintosh. Whatever your application—desktop publishing, business productivity, graphics or CAD—there is an E-Machines display system to give you the "Power to see your best." At MacWorld Expo, E-Machines will be introducing the latest advanced technology in 8, 16, 24 and 32 bit color display systems as well as a new low cost full page color display. Come by booth #5503 and see for yourself that E-Machines continues to give you more.

Please see our advertisement on page 65.

Eastgate Systems

444 BEC

P.O. Box 1307
Cambridge, MA 02238

Eastman Kodak Co.

5020 WTC

Electronic Photog. Div.
343 State St.
Rochester, NY 14650

The Electronic Photography Division will feature a new Apple Mac II interface kit for KODAK's SV6500 series color thermal printer. This new SV630 interface kit, when used with either SV6500 or SV6510 KODAK Color Video Printer, will give the MacII user both a high quality, fully compatible image capture input device with a high quality continuous tone hardcopy output device for printing computer images. Also featured will be the KODAK XL7700 Digital Continuous Tone Printer for making 8.5" x 11" or 11" x 11" black & white and color prints or transparencies. Kodak's Still Video products including the SV5035 Film to Video Transfer device for converting slides to RGB video images will also be exhibited.

Eastman Kodak Co.

5020 WTC

Motion Picture/A.V. Prod. Div.
343 State St.
Rochester, NY 14650

The Motion Picture/Audio Visual Products Division will display DA-TASHOW Products, liquid crystal panels that connect to most computers, and project images onto a screen.

Please see our advertisement on page 111.

EDUCORP

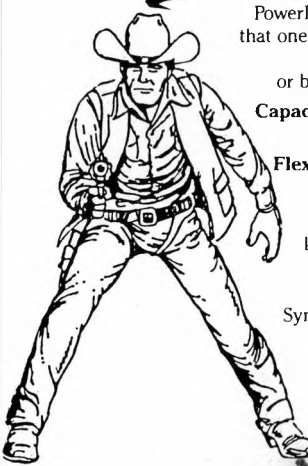
1106 BEC

531 Stevens Ave., Ste. B
Solana Beach, CA 92075

EDUCORP Computer Services has been distributing public domain and shareware software for over five years. The Educorp library has been collected on one 515 megabyte CD-ROM that will be sold at special show prices during the Boston Expo this year. Also available will be the Denon CD-ROM drive and the most comprehensive selection of CD-ROM titles in the Macintosh field. Blank disks and accessories will be sold at discount prices.

POWERDRAW 3.0

The Fastest CAD on the Market



PowerDraw is designed to be fast. Lightning fast. Because we know that one thing you can never get enough of...is time. PowerDraw can make the difference in finishing the job in a couple of days... or before lunch. And PowerDraw has a lot more than just speed.

Capacity: Up to 220,000 drawing objects. Unlimited layers per file. Have up to 20 windows open simultaneously.

Flexibility: Customize PowerDraw to **your** needs with a built-in programming language.

Compatibility: Exchange files with other Macintosh CAD programs or with other CAD platforms using the PowerDraw DXF Translator. PICT and PICT2 formats are supported.

Features: You name it. PowerDraw has it. Built in plotting. Symbols as instances or objects. Interactive snap. Bezier curves. Tool & die precision. Full auto-dimensioning. Full color. And the largest, most complete tool box in CAD history.

All this and much more packaged into a program with the shortest learning curve in the industry.

Designed specifically for the Macintosh® by...

Engineered Software
P.O. Box 18344
Greensboro, NC 27419
Phone: (919) 299-4843
Fax: (919) 852-2067

Write or call for the PowerDraw dealer nearest you.



The standard for a new generation of drawing tools

Booth #5162 - World Trade Center

Exhibitor Descriptions

Ehman, Inc.
97 S. Red Willow Rd.
Evanston, WY 82930

521 **BEC**

Ehman Inc. is the fastest growing manufacturer of quality Macintosh peripherals. Our external and internal line of hard drives represent the best values in the category. Our popular 30MB external drive retails for just \$479 including a free copy of PC Tools/Mac utility software. This spring Ehman expanded its line of Macintosh peripherals and introduced an 800k external floppy drive for just \$149, an ADB extended keyboard for just \$99 and a 45MB "Syquest" removable cartridge drive for just \$849. Here in Boston, Ehman will be introducing its new 19" monochrome monitor and video card that will set new price points for this category. All Ehman products come with a 30 day unconditional money back guarantee as well as a two year limited warranty.

Please see our advertisement on pages 12 & 13.

Electronic Arts
1820 Gateway Dr.
San Mateo, CA 94404

1922 **BEC**

Studio/8 "Best New Paint Program," MacUser Magazine, 1989. Advanced color paint program provides sophisticated selection techniques, powerful color functions, allows any selected image to become a brush, and an intuitive 3D perspective. Studio/1 offers easy to use, powerful animation features that are ideal for presentations, training stacks or just for fun. Plus, sophisticated paint tools, 300 dpi editing and a Postscript quality text layer. DeluxeRecorder, the home MIDI recording studio, with real-time MIDI recording, an easy, graphic interface, and powerful editing features. Perfect for home musicians or professionals.

Emerald City Software
800 Menlo Ave., #102
Menlo Park, CA 94025

620 **BEC**

Emerald City Software is featuring Lasertalk and our volumes of Smart Art which include Smart Art I, II, and III. Smart Art I, II, and III are revolutionary desk accessories which allow you to customize text effects in your favorite PostScript fonts, as well as create custom graphic effects for use with nearly all Macintosh applications. Lasertalk is an exciting PostScript programmer's tool which allows you to improve your PostScript skills while increasing productivity by providing full control of the PostScript interpreter.

Engineered Software 5162 **WTC**
615 Guilford-Jamestown Rd.
P.O. Box 18344
Greensboro, NC 27419

Engineered Software invites you to come see its expanded line of Power-CADD™ products. Preview the all new PowerDraw 3.0™ and learn why, feature for feature, it is the fastest and most powerful CAD for the Macintosh. Try out the revamped snapping with interactive surface, tangent, perpendicular, center, endpoint or vertex snapping. Let us show you the "modeless" editing and the many other new features that enable PowerDraw 3.0 to outdistance the competition. Come see the PowerDraw Residential Construction Library, Landscape Library, DXF Translator and MacPlots II™ (919) 299-4843.

Please see our advertisement on page 63.

Ergotron
3450 Yankee Dr.
Eagan, MN 55121

1417 **BEC**

In addition to displaying a comprehensive line of Tilt/Swivel Stands, Maintenance, and Data Security products, Ergotron will be demonstrating the space saving and productivity enhancing capabilities of the Ergotron Workstation. The Ergotron Workstation suspends Monitor(s), CPU, keyboard and peripherals above the worksurface and out of the way. This puts every system component within arm's reach of the operator without taking up valuable desk space. Stop by and register to win a free Ergotron Workstation!

ERM Inc./Electronic Liquidators
37 Washington St.
Melrose, MA 02176

2100 **BEC**

ERM Inc./Electronic Liquidators is the largest surplus diskette dealer in the world. We guarantee every disk forever - No questions asked. We also sell sleeves, labels and file cases. We offer DSDD & HD disks in both 5 1/4 " & 3 1/2" formats; black & assorted colors. We also sell IC's.

Everex
48431 Milmont Dr.
Fremont, CA 94538

5120 **WTC**

EMAC—a Division of Everex
EMAC designs and manufactures storage and communication products for the Mac Plus up to the Mac IIfx. Increase productivity with external or internal high performance hard drives. Secure data on reliable 60MB or 150MB tape drives. Transmit data from the MD2400, an external modem with MNP error correction. Access data from Ethernet networks with the SpeedLink in a Mac II, IIfx or IIfx. Share data and peripherals with the SpeedTalk in any IBM PC or compatible.

Excelan
2180 Fortune Dr.
San Jose, CA 95131

5628 **WTC**

Kinetics, a division of Excelan, brings the speed and power of Ethernet networks to the entire Macintosh line-directly, with EtherPort interface cards, or through the FastPath gateway, the world leader in LocalTalk-to-Ethernet and LocalTalk-to-DECnet communication. As the leader in high-end desktop connectivity, Excelan creates advanced Macintosh networking solutions. Through TCP/IP transmission protocols and Ethernet standards, Excelan unites diverse computing resources at the desktop, and organizes UNIX, XENIX, DOS, and VMS machines into seamless information transfer systems.

Any way you look at it... E-Machines still gives you more.

EMAC WORLD
EXPOSITION
BOSTON 1989
WORLD TRADE CENTER, BOSTON



More Choice

E-Machines™ gives you more with a Complete Family of mono-chrome, gray scale, color. Even stereo 3D displays. More choices in full page screen sizes. More compatibility with all Mac models.

QuickView™

Only E-Machines gives you QuickView™ special features that let your Mac do more. Features like definable virtual screens with panning, multiple viewing resolutions, tracking menus, virtual screen previewing, software controls for brightness and contrast, plug-in memory upgrades for more room and more image definition.

MoreCare™

E-Machines leads the industry in

quality, warranty and support with MoreCare™. By getting the details right we build in quality. And, we back our display systems with unsurpassed service, a full year warranty and the industry's only available extended warranty.

More Innovation

Look to E-Machines when you want more innovative display power than you can get from Apple, or anywhere else.

To find out where you can buy an E-Machines display, write to us at 9305 SW Gemini Drive, Beaverton, OR 97005, or call us at 503-646-6699.



E-MACHINES
Power to See Your Best

Exhibitor Descriptions

Exodus Software

369 **BEC**

8620 Winton Rd., Ste. 304
Cincinnati, OH 45231

Exodus Software will showcase a pair of productivity enhancing desk accessories. ExpressWrite™, the letter writing desk accessory, is the quickest, most convenient way to do correspondence on the Macintosh. ExpressWrite will speed up the entire process of forming the letter and printing your envelope or label. Retriever™ is a flat file database DA for storing lists of often used information. Retriever provides many database functions to give you "instant access" to your information.

F.C. Brooks & Co.

416 **BEC**

115 Mason St.
Greenwich, CT 06830

FairField Software, Inc.

2067 **BEC**

200 W. Lowe
Fairfield, IA 52556

ClearAccess™ is a powerful data access desk accessory, using the CL/1 connectivity language to query corporate databases on DEC VAX and Apple A/UX systems. Results of queries appear on the Clipboard for pasting into any Mac application, and macro-like scripts completely automate the complex process of accessing data on host computers. ClearAccess brings CL/1 to all Macintosh applications today, and can form the basis of enterprise-wide Executive Information Systems.

Farallon

1506 **BEC**

2201 Dwight Way
Berkeley, CA 94704

Farallon Computing will demonstrate the PhoneNET® system; a complete line of hardware and software products to help build networks, manage them, and use them to their full potential. Components include PhoneNET Connectors, the PhoneNET Repeater, the PhoneNET StarController™, TrafficWatch and PhoneNET Check-NET™ network management software, new Timbuktu 3.0™ upgrade with file transfer and Timbuktu/Remote™ to operate other computers on a local AppleTalk network or at remote sites, ScreenRecorder™ to record screen sessions and the newly upgraded MacRecorder 2.0.

Federation of International Distributors

646 **BEC**

One Faneuil Hall Marketplace
Boston, MA 02109

The Federation of International Distributors is a consortium of prominent international Macintosh distributors, independently owned and operated. Each member is a value-added Macintosh distributor of superior hardware and software products focusing on desktop publishing and presentations, communications and multi-media who support a whole-solution approach. Through mutual assistance and joint action, the Federation wishes to set new standards on such international issues as: localization, licensing, manufacturing, technical considerations, contracts, marketing, while actively fighting against international piracy and gray marketing.

FlipTrack Learning Systems

820 **BEC**

999 Main St.
Glen Ellyn, IL 60137

FlipTrack publishes off-the-shelf, self-paced audio training for microcomputers and popular business software. Learn MS-Word, MS-Excel, Page-Maker—even your Macintosh itself—hands-on and step-by-step. Each complete FlipTrack course includes 3 to 8 audiocassette lessons, a comprehensive Quick Reference Guide, and a Data Disk. FlipTrack's patented tape format lets you control the content and depth of what you are learning at the flip of a tape.

Fox Software

922 **BEC**

118 W. South Boundary
Perrysburg, OH 43551

Please see our advertisement on page 67.

GCC Technologies, Inc.

5652 **WTC**

580 Winter St.
Waltham, MA 02154

GCC Technologies, Inc. will showcase its entire line of Macintosh peripherals. On display will be the full range of GCC hard disks including the new UltraDrive series. Also on display will be: Write-Move, the first portable printer available for the Macintosh, Personal LaserPrinter and PLP Plus, the first 300 dpi QuickDraw printers introduced for the Mac, and Business LaserPrinter, a low cost high-quality PostScript printer for the Macintosh. These products and more will be on display in booth #5652 in the World Trade Center.

Generic Software, Inc.

237 **BEC**

11911 N. Creek Pkwy S.
Bothell, WA 98011

Generic Software will be featuring Generic CADD Level 1, Ver. 1.1, a floating-point based Computer-Aided Design and Drafting program that allows the user to create CADD drawings in real-world scale. CADD Level 1 takes full advantage of the Mac interface. Edit multiple drawings in separate windows and cut and paste objects between windows. Objects can be assigned up to 256 layers, moved, copied, deleted, and rotated to any angle. Provides virtually unlimited zooms and features a Mac to MS-DOS translator.

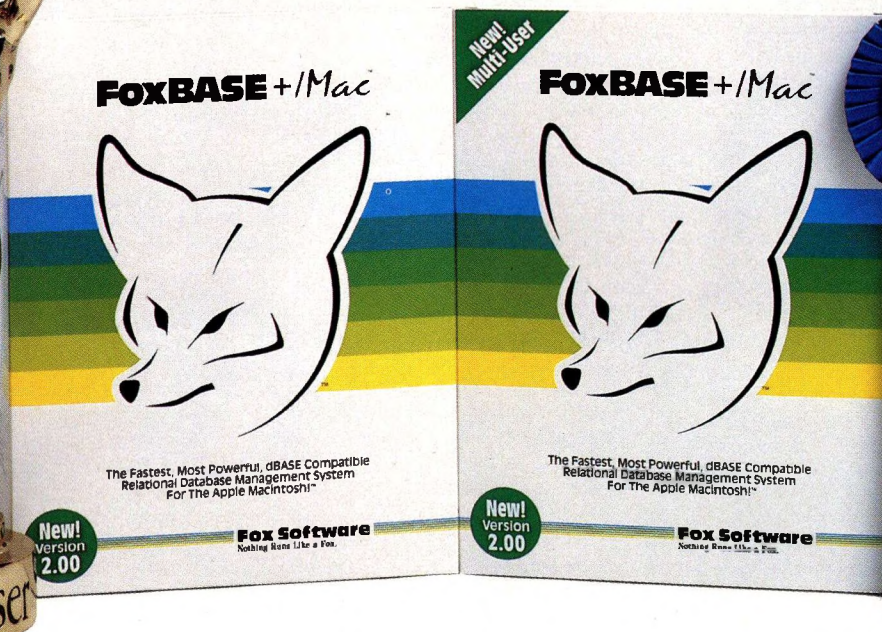
Gimeor, Inc.

5866 **WTC**

420 10th St., SE
Washington, DC 20003

Gimeor, Inc. markets two CAD software packages for architects and building designers. Mac Architron is professional integrated CAD software consisting of three modules; 3D for design, 2D for delineation and the Quantifier for quantities take-off. While retaining the concept and specifications of MacArchitron, Architron II furthers exploration of complex design ideas via creation and modification in section, multicolor shaded perspectives/elevations with shadows and DXF import/export.

Best Performer!



FoxBASE+ /Mac: The Most Celebrated Mac DBMS Now Includes a Powerful Report Writer!

New Version 2.00!
New FoxBASE+ /Mac Version 2.00 is here—and stealing the show! In its first year, FoxBASE+ /Mac won more awards—both in the U.S. and Europe—than any other DBMS ever created for the Macintosh! And Version 2.00 is faster and more powerful than ever—packed with innovative new features and language enhancements!

New FoxReport!

FoxReport lets you create virtually any columnar or free-form report—without any programming! FoxReport includes:

- **Page Layout:** Designate many layout settings for your report: number of columns, left margin setting, column width, space between columns, measurement size for each page, and more!
- **Report Layout Window:** Define the different areas within your report, using FoxReport's new "band" system. Start with the default bands: Page Header, Body, and Page

Footer, then bring in other bands like Title, Summary, Column Headers and Footers, etc.

- **Object Menu:** Control the Type Font, Sizes and Styles of text objects. Fill and Pen options let you change the color and shading of almost every object!
- **Page Preview:** "What-You-See-Is-What-You-Get" design ensures that the report on your screen is *exactly* as it will appear in print!
- **Label Generator:** Create labels of almost any size and configuration. You can even include pictures *anywhere* on the label space!

New Features!

- **Enhanced XCMD/XFCN Support:** Load up to 16 external XCMD's and XFCN's, then access them directly from within FoxBASE+ /Mac 2.00 programs!
- **Language Enhancements:** Other features include: support for custom hierarchical menus, new commands to help handle resources, new system functions to improve filename and screen management, and much more!

Perfect Connectivity!

FoxBASE+ /Mac 2.00's Multi-User version allows complete data and application sharing between networked Macs and PCs! (when used with FoxBASE+ /LAN). It also runs on the most popular network systems: AppleShare, Novell and 3Com! . . . *And It's Faster Than Ever!*

Order or Upgrade Now!

FoxBASE+ /Mac Version 2.00 is the *new* Leader of the Mac! And at only \$495 (\$695 for Multi-User), it's a phenomenal bargain! If you're already a FoxBASE+ /Mac registered user, you can upgrade to Version 2.00 for just \$75!

To order your copy (or ask for a *FREE* demo disk), call (419) 874-0162. Or visit your local quality software dealer.

After all, when it comes to the Macintosh, *Nothing Runs Like a Fox!*

FoxBASE, FoxBASE+ /Mac, and FoxReport are trademarks of Fox Software. Macintosh is a trademark of Apple Computer, Inc.

Fox Software

Fox Software, Inc.
134 W. South Boundary
Perrysburg, OH 43551

(419) 874-0162, Ext. 650
Fax: (419) 874-8678
Telex: 6503040827 Fox

Exhibitor Descriptions

GoldMind Publishing Co.
12155 Magnolia Ave., #3B
Riverside, CA 92503

1633 **BEC**

Great Plains Software 1830 **BEC**
1701 38th St. SW
Fargo, ND 58103

Great Plains Software is a leading developer of single-user and multi-user accounting software and will be displaying three of its quality products: The Great Plains Accounting Series, a full-featured, multi-module (10 in all) line of microcomputer accounting products; the Plains & Simple One-Write Accounting, designed to be a complete solution for businesses with basic needs; and Printers Inc., a comprehensive estimating and invoicing tool for printers. All Great Plains products are backed by the #1 customer support in the industry.

Great Wave Software 209 **BEC**
5353 Scotts Valley Dr.
Scotts Valley, CA 95066

New products! New Versions! Great Wave Software presents the latest in its line of excellent educational and music software. KidsMath is a new program for children ages 3-8 which emphasizes math concept development. Also shown will be NumberMaze, KidsTime and American Discovery. NumberMaze received the 1989 MacUser Editor's choice award for Best New Educational Product. ConcertWare+MIDI version 5 will be demonstrated. New features include split keyboard real-time entry, page preview, enhanced notation and MIDI file import and export.

GTCO Corp. 5060 **WTC**
7125 Riverwood Dr.
Columbia, MD 21046

GTFS, Inc. 568 **BEC**
2455 Bennett Valley Rd., #100C
Santa Rosa, CA 95406

Ultimage is an image processing and analysis software designed for scientific, industrial and medical applications. Image enhancement features include contrast adjustment, noise reduction, smoothing, edge detection, image combination, etc. Morphological transformations include opening, closing, hole removal, objects' separation, labelling, etc. Quantitative analysis provides for objects' detection, measurement and morphology distribution. Measures include area, perimeter, position, orientation, shape factors, etc. Measures can be saved for export under spreadsheets. Program provides for macro-scripting and integration of specialized modules.

GW Instruments, Inc. 1108 **BEC**
35 Medford St.
Somerville, MA 02143

GW Instruments manufactures a complete line of data acquisition and control hardware and software for Macintosh computers. Used in such varying applications as electrophysiology and process control, our systems are suited for many laboratory and industry needs. Our hardware supports both digital and analog I/O, is programmable from most popular languages and supported by six application programs. We have experienced application engineers to help you decide on the most appropriate configuration for your experiment.

Hayes Microcomputer Products, Inc. 712 **BEC**
705 Westech Dr.
Norcross, GA 30092

Heizer Software 5522 **WTC**
P.O. Box 232019
Pleasant Hill, CA 94523

Heizer Software will be introducing the SuperCard Exchange, the clearinghouse for authors and users of Silicon Beach's new program, SuperCard. The SuperCard Exchange is the latest addition to Heizer's growing list of exchanges for Microsoft® Excel and

Works and Apple's HyperCard®. The company will also be introducing its latest catalog of over 1,000 programs from more than 200 authors, and featuring the latest release of Compile!t!, the first HyperTalk compiler, and its Small Business Accounting System for Excel.

Help Software, Inc. 5510 **WTC**
10659 A Maplewood Rd.
Cupertino, CA 95014

Hewlett-Packard Co. 5427 **WTC**
16399 W. Bernardo Dr.
San Diego, CA 92127

Hewlett-Packard will be demonstrating large format and desktop color plotters in a CAD solution. The PaintJet Color Graphics Printer and its Macintosh Interface kit will run Desktop Presentations solution software. The ScanJet Plus 8-bit scanner with its 256 levels of gray and ease-of-use will be demonstrated in OCR/Image solutions which saves the desktop publisher valuable time. Visit Hewlett-Packard booth 5427 for your peripheral output needs.

Please see our advertisement on pages 91, 92 & 93.

High Performance Systems, Inc. 1707 **BEC**
13 Dartmouth College Hwy.
Lyme, NH 03768

Stella® Software, with versions in Business and Education, lets you graphically build a "model" of your business, or any issue in education, and then try out "what-ifs" easily. Gain valuable insight about complex, dynamic problems—without programming. Then improve the quality of your thinking and decision-making. Stella®Stack promotes user-directed, interactive learning by allowing HyperCard to run Stella models. Virtually unlimited presentations are now possible by incorporating sound, custom animation and real-time control into your simulations.

SEE AUSTRALIA

For once, you don't have to hop a plane
to experience a part of Australia.

Strategic Studies Group

Specialise in developing games for the Macintosh. Two recently released products are being featured: "Reach the Stars" a 4 player game of space colonisation and conquest;

and "Halls of Montezuma" a battle history of the U.S. Marine Corps. recreating the great battles of Mexico City, Bellauwood, Iwo Jima, Okinawa, Pusan, Inchon and Hue. Endless challenge and great fun!

Meet Australia's
Leading Apple
Developers
at BOOTH 131

Whitesmiths

Developers of the MacIDRIS operating system which has all the real time features, performance and compatibility your application requires.

Features of this UNIX-compatible development system include multi-tasking, support for embedded Real-time applications, shared memory, locks, messages and Pipe IPC facilities. Don't miss it!

Exhibitor Descriptions

HJC Software, Inc.
P.O. Box 51816
Durham, NC 27717

344 **BEC**

Virex is the first commercial software introduced to combat Macintosh computer viruses. Virex both detects computer viruses and repairs infected programs, and is effective against all known Macintosh viruses. Virex combats all known Mac viruses and HJC Software updates Virex when new viruses occur. Registered users are eligible to subscribe to HJC's inexpensive update service, and to use HJC's toll-free Virex Help Hotline™. Virex is compatible with the Macintosh Plus, SE, SE/30, II, IIX, and IICX.

Howard W. Sams & Co. 5261 **WTC**
4300 W. 62nd St.
Indianapolis, IN 46268

Sams, represented by Quantum Books, a Technical and Professional Bookstore in Cambridge, MA, is displaying their complete Macintosh library. Compare Sams and Hayden books with the titles of other technical publishers—all books from all publishers, including orders placed for forthcoming titles, available at 10-20% discounts. Among the most exciting: Macintosh Revealed, Vol. 3 and Waite's Tricks of the Hypertalk Masters. Stop by for your free Mac Book Catalog and schedule of author appearances.

Howtek, Inc. 804 **BEC**
21 Park Ave.
Hudson, NH 03051

Howtek will be presenting the Total Color Solution. Howtek will be demonstrating its family of flatbed and 35mm color scanners with its MacScan-It software. Howtek has two flatbed scanners which enable the user to scan reflective art up to 11 x 17 and transparencies up to 8 x 10. The 35mm scanners scan positives, negatives, mounted, unmounted, and strip film. MacScan-It software optimizes the functionality of the entire Scanmaster family. To complete the Total Color Solution, Howtek will be showing the ideal output device. The Pixelmaster. Now Color PostScript Language and QuickDraw compatible, this high resolution printer combines brilliant colors, crisp test, and life-like images on plain office paper at an affordable price.

Human Intellect Systems 348 **BEC**
1670 S. Amphlett Blvd.
San Mateo, CA 94402

Instant Expert™— Simple, yet powerful rule-based expert system shell for users of all skill levels to develop stand-alone applications. Instant-Expert's features include forward chaining, backward chaining, depth-first/breadth-first search, uncertainty controls, rule priority, true/false/unknown. *Instant-Expert Plus*™ — Everything in Instant-Expert, plus: graphics manager, variables, over 70 functions, and more. Give you real power in your expert system development. Graphics interact with your application to create your own exciting and impressive user interface.

HyperLink Magazine 5663 **WTC**
66 Club Rd., Ste. 110
Eugene, OR 97401

HyperLink Magazine has expanded its coverage to not only cover HyperCard topics and stacks, but Silicon Beach's SuperCard topics and projects tool. This expanded coverage is included in HyperLink's companion StackSolutions Disk which contains all the software described in the pages of HyperLink.

Please see our advertisement on page 4.

I/O Design, Inc. 1413 **BEC**
924 Springdale Dr.
Exton, PA 19341

MacLuggage is manufactured by I/O Design, Inc. for all Macintosh computers including the SE with an extended keyboard and the Mac2cx. Available in four attractive colors, MacLuggage combines a dirt, water and tear resistant material (DuPont cordura) for the outer shell, and high density padding for the ultimate in stylish and protective Macintosh carrying cases. FAA approved shipping cases are also now available.

IC Products 654 **BEC**
c/o Comp-Link
9225 Katy Fwy., #415
Houston, TX 77024

IC Products is offering Connection II, an internal modem for the Macintosh II and SE computers. It is a NuBus board that acts as v.21, v.22bis, or v.23 modem and is Hayes and v25 compatible. It allows automatic application launch. For voice messaging, it includes a sound digitizer and software to output sound through the phone line, or via the Mac's video output. IC Products is also offering a complete line of high resolution monitor products for Macintosh computers. Single page, dual page, monochrome, greyscale and color monitors are featured. The complete range of products is marketed through Comp-Link, Inc.; 9225 Katy Fwy., #415, Houston, Texas. Fax (713) 465-9625 - voice (713) 688-8300. OEM's, Dealers and VARs are sought.

ICOM Simulations, Inc. 5211 **WTC**
648 S. Wheeling Rd.
Wheeling, IL 60090

ICOM Simulations, Inc., a leading designer and developer of Macintosh software, will be exhibiting several exciting products including HyperT-MON, a sophisticated debugger for HyperTalk, the programming language of HyperCard. Products also demonstrated include MacKern, a kerning application essential for anyone involved in word processing and desktop publishing; and Formulator, "the easy way to type equations", conveniently geared for all levels of equation writing. We will also be introducing TMON Professional, a 32-bit clean debugger designed specifically for the serious programmer.

Exhibitor Descriptions

IDD/Innovative Data Design, Inc.
2280A Bates Ave.
Concord, CA 94520

5214 **WTC**

IDD, makers of the popular MacDraft®, will be featuring its latest program Dreams®. The program's powerful drafting tools combined with its design and illustration capabilities make it ideally suited for architectural drawings and renderings as well as technical illustrations, graphic design and general business graphics. IDD's new Plotter Driver module and three Architectural symbol Libraries, Residential Construction, Commercial Construction and Preliminary Design, will also be previewed at their booth.

Ikegami Electronics (USA), Inc.
37 Brook Ave.
Maywood, NJ 07607

2018 **BEC**

Ikegami Electronics (USA), Inc. manufactures a complete line of 16 inch and 20 inch high resolution, color and monochrome monitors, compatible with most high resolution Macintosh cards. Stop by to see our newest monitor, featuring trinitron technology and our new large screen projection system.

Image Club Graphics Inc.
1902 11 St. SE
Calgary, Alberta
Canada T2G 3G2

2022 **BEC**

Image Club develops and publishes state of the art software applications for desktop publishing. The company produces 15 volumes of high resolution EPS graphics under the name Digit-Art plus 600 PostScript Typeface Fonts. At the show Image Club plans to introduce the Letterpress, an exciting CD-ROM application with 600 PostScript Fonts as well as feature the popular CD-ROM discs the Artroom 3.0 and Darkroom. Look for special show prices on Image Club software.

Imagine That, Inc.
7109 Via Carmela
San Jose, CA 95139

644 **BEC**

Extend is a powerful simulation application for engineering, science and business that supports both continuous and discrete event behavioral simulation. Extend is being used to: analyze noise and distortion effects for

microwave telecommunications equipment design; project film distribution revenue streams over the life of the property; simulate patient load and flow in medical facilities; model population dynamics; analyze tradeoffs in automobile suspension system design, etc. Extend is library based and has a compiled scripting language.

Knowledge Automation

Introducing MacSMARTS™ Professional. The first software to combine expert systems, hypermedia (browsing through text and pictures), HyperCard, database access, and computation. A powerful new way to tap your most valuable corporate resource: knowledge.

- **Control Information Overload**

Now you can work smarter not harder without interference from daily routine tasks.

- **Gain Higher Productivity and Profits**

Boost productivity by solving problems ten times faster and save money by doing it right the first time.

- **Maintain Quality Decision Making**

Reduce training costs by quickly making new employees effective contributors and ensure consistent high performance at all levels.

- **See the Whole Solution**

A power tool for stimulating innovation by creative professionals in business, engineering, medicine, law, architecture and the financial industry.

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Cognition Technology

55 Wheeler Street, Cambridge, MA 02138

Month After Month, Macworld Increa

From its functional new design and added editorial coverage to being the largest electronically published magazine around, no Macintosh®-specific publication has had more firsts than Macworld.

COMMENTARY/Jerry Borrell
Our editor-in-chief has been involved with the Macintosh since its inception in 1984. One of the most knowledgeable spokesmen for the computer press, Jerry is also both outspoken and honest. That's why we let him say exactly what's on his mind.

ART BEAT

A peek at the latest tools and the talent behind the graphics that appear in Macworld, and the electronic publishing techniques that make them possible.

CONSPICUOUS CONSUMER/Deborah Branscum
As the Ralph Nader and David Horowitz of Macintosh computing, Deborah tells it like it really is. She helps solve consumer problems, publishes their complaints, and reports on our readers' Service Hero for sainthood nominations.

MACWORLD

The Macintosh® Magazine August 1989

DEPARTMENTS

How to Contact Macworld
Reprints, subscriptions, Macworld, in microform, editorial contacts.

Commentary/Jerry Borrell
A wish list for the Macintosh of the 1990s.

Letters

Art Beat
By Deborah Branscum/The artists and techniques behind selected illustrations.

The Iconoclast
By Steven Levy/A growing movement is using computers to empower the powerless.

Conspicuous Consumer
By Deborah Branscum/The pleasures and pitfalls of buying vintage Macs.

State of the Mac
By Thom Hason/Even the best presentation programs represent compromise.

Verbatim

superMac's Steve Edelman on Apple, competition, and creating business.

New Products
A quick look at new Macintosh hardware, software, and accessories.

HOW TO/Quick Tips

By Lon Poole/Illegible screen fonts, fractions in FileMaker, printers abroad, and more.

HOW TO/Getting Started

with Troubleshooting

By Jim Held/Learn how to diagnose, fix, and even prevent some common Mac ailments.

HOW TO/Insights on ReadySetGo 4.5

By Robert C. Eckhardt/Tips for enhancing your desktop-publishing prowess.

Updates

The latest software upgrade news.

Where to Buy

Contact information for products in this issue.

Best Sellers

Contact information for products in this issue.

Best Sellers

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Best Sellers

Contact information for products in this issue.

NEWS

Mac Bulletin

Late-breaking news.

Macworld News

■ **32-Bit Color for QuickDraw—At Last** Over 16 million colors. ■ **Engineering a Coup** A roundup of engineering products. ■ **A New Chartmaker and a New Word Processor** Low-cost charting and word processing products. ■ **HyperCard Book Roundup: The** Enter handwritten data with a low-cost charting and word processing products. ■ **Remote Control Steals the Show** Mouse-free presentations. ■ **When a Keyboard Isn't Enough** Enter handwritten data with a low-cost charting and word processing products. ■ **Radius Strikes a Color Chord** 32-bit QuickDraw boards. ■ **Mac Font Update** Adobe alternatives. ■ **New CAD on the Block** Intergraph's high-end CAD. ■ **Speeding Up SCSI Transfers** Faster Mac II disk access. ■ **CD ROM takes off** ■ **Statistics, Anyone?** Data manipulation. ■ **Hope for Desktop Color Separations** 4-color "breakthrough". ■ **Survey Says: The** 1030 Readers opt for 68030-based Macs. ■ **Incoming Faxes** Two fax modems.

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MACWORLD • AUGUST 1989

ses Its Lead in Macintosh Computing

STATE OF THE MAC/Thom Hogan

Written especially with the Mac II user in mind, by a seasoned expert who also publishes The Macintosh II Report, this column provides a wealth of technical know-how and behind-the-scenes intelligence.

NEW PRODUCTS

A most comprehensive and up-to-date monthly compilation of recently announced Macintosh hardware, software and accessories.

FEATURES

Comprehensive product overviews, comparative reviews, and solution-oriented tutorials provide the most complete and up-to-date coverage possible.

REVIEWS

At least 20 products receive in-depth evaluation each month by highly qualified reviewers who consistently go on record with their unequivocal purchase recommendations.

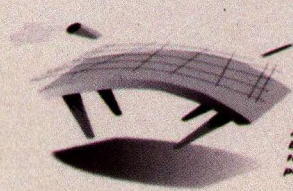
MACWORLD

The World's Leader On Macintosh Computing

An IDG Communications Publication

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All the tools you'll need for building professional-looking tables on your desktop—page 157.



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Exhibitor Descriptions

Imprimis Technology, Inc. 5621 **WTC**
12501 Whitewater Dr.
Minnetonka, MN 55343

Imprimis Technology Inc. (formerly Control Data's Data Storage Product Group) will display its latest high performance, high capacity rigid disk drives available for the Macintosh market. These products include 3 1/2" disk drives with 15ms average seek and up to 200 MB capacity and 5 1/4" disk drives from 106 MB to 1.2 GB and average seek as fast as 10.7ms.

IN FOCUS SYSTEMS, INC 546 **BEC**
7649 SW Mohawk St.
Tualatin, OR 97062

The PC Viewer™ is a 640 x 480 overhead projection plate providing eight levels of grey, eight distinct patterns or monochrome modes of display. It sits on top on an overhead projector to display information directly from your computer onto a wall or screen. PC Viewers are compatible with Apple computers including Apple II, Macintosh, or Macintosh II.

Individual Software, Inc. 614 **BEC**
125 Shoreway Rd., #3000
San Carlos, CA 94070

Informix Software, Inc. 1010 **BEC**
16011 College Blvd.
Lenexa, KS 66219

Informix will demonstrate the best selling Wingz™ graphic spreadsheet and new database connectivity through both CL/1 and direct connections to Informix-SQL on the Macintosh® Wingz, the largest, fastest, and most versatile spreadsheet for any microcomputer, is rapidly emerging as the new standard spreadsheet for Apple® Macintosh and other graphical environments. Wingz features advanced charts and graphs, dramatic 3-D capabilities, full color support, text fields with basic word processing capabilities, and HyperScript™ application development language.

Infosphere, Inc. 1300 **BEC**
4730 SW Macadam Ave.
Portland, OR 97201

Infosphere, the original Appletalk vendor, will showcase its network software solutions. Liaison™ is a universal bridge for connecting LocalTalk and EtherTalk networks, with secure dial-up access . . . stay connected wherever you go. Replica™ copies your files in the background, so you get your Mac back faster. Who says you need a faster modem? Mac-Serve™ is our "bullet-proof" disk server, ideal for small workgroups not ready for the large investment of a file server.

InfoWorld 315 **BEC**
1060 Marsh Rd.
Menlo Park, CA 94025

InfoWorld is the only PC newsweekly that has reported Macintosh news and product reviews from the start. Volume buyers with Macs in business rely on *InfoWorld's* "Macintosh News" section to track the latest developments in the Macintosh arena. *InfoWorld* also offers a bi-weekly Macintosh Target Edition that goes only to qualified buyers of Macintosh products. More than 54,000 PC volume buyers with Macs in their businesses look to *InfoWorld* for the most reliable and timely information on Macintosh and Mac-related products.

Innovative Systems, Inc. 810 **BEC**
14 Manning Ave.
Leominster, MA 01453

Innovative Systems, Inc., introduces Precision, a high performance 2-1/2D CAD/D solution on the Macintosh SE30 and Macintosh II product line. Precision is an enhanced version of our popular mainframe based CAD/D package-SummaDraft. Targeted for mechanical and architectural engineers, Precision offers extensive drawing and editing features such as global replace symbols, in-depth analysis, macro files and complete dimensioning abilities. Additionally, Precision allows for the import and export of DXF and IGES files.

Insight Development Corp. 5662 **WTC**
2200 Powell St., Ste. 500
Emeryville, CA 94608

Insight Development Corp. is the leading developer of device management products. These products match hardware and software compatibilities, allowing users more power from their existing printers and other input/output devices. Insight Development will demonstrate MacPrint, a chooser level printer driver. This software product allows low-cost printers, such as the Hewlett Packard LaserJet and now the DeskJet series, to be utilized with the full range of Macintosh personal computers. This software provides the same output capabilities as the LaserWriter and other higher priced printers.

Insignia Solutions, Inc. 600 **BEC**
254 San Geronimo Way
Sunnyvale, CA 94086

SoftPC, the software-only IBM PC-compatibility solution for the Macintosh II, IIx, SE/30 and accelerated SEs. Using Apple's SuperDrive, SoftPC reads and writes 720 Kb and 1.44 mb PC disks. Under MultiFinder, SoftPC continues to run in the background while working in another Mac application. SoftPC allows bi-directional copy and paste. SoftPC enables painless migration to Mac's convenience and power by protecting valuable user investments in PC applications, files and expertise.

Interex Computer Products 414 **BEC**
2971 S. Madison
Wichita, KS 67216

Interex Computer Products is a leading manufacturer of cable assemblies and accessories compatible with virtually every computer and peripheral available. Included in the comprehensive offering: full line of Apple, Amiga, Commodore, and IBM compatible cable assemblies as well as multiport data switches, auto data switches, surge protectors, tool kits, diskette notchers, Apple Talk, and phone net compatible items, SCSI cables and terminators, and gender changers.

Exhibitor Descriptions

Intergraph Corp. 2041 **BEC**
One Madison Industrial Park
Huntsville, AL 35807-4201

Intergraph Corp. will be highlighting MicroStation Mac - MicroCADD software merging the power of 2D/3D engineering design software with the ease of the standard Apple Macintosh user interface. Like its counterparts, MicroStation PC and MicroStation 32, MicroStation Mac is an inexpensive, entry-level Intergraph system. MicroStation Mac offers full compatibility with Intergraph's VAX-based core graphics software, Interactive Graphics Design System (IGDS). Files can be shared between different platforms in a networked environment without translation.

Invention Software Corp. 1709 **BEC**
P.O. Box 3168
Ann Arbor, MI 48106

Power Tools for Macintosh Developers: Programmer's Extender™ Tools simplify and enhance Macintosh programming by fully implementing the User Interface, thus substantially reducing application development time. Some of our Extender™ Tools' many features include advanced COLOR and MULTIFINDER support. Extender GraphPak™: Libraries to create professional presentation quality, color or b/w graphs in your application. Dialog Handler™: Over 100 routines to create fully functional Modal Dialog boxes quickly. Professional 100% SOURCE CODE versions allow you to customize the tools for your specific needs.

Iomega Corp. 408 **BEC**
1821 W 4000 S.
Roy, UT 84067

Iomega Corporation - Makers of the Bernoulli Box - will feature their new 44MB Bernoulli Box subsystem for the Apple Macintosh computers. The 5-1/4" 44MB Bernoulli Box provides up to 89MB of on-line storage and infinite off-line storage. Also featured will be their new disk enhancement software that makes the Bernoulli Disk drive the fastest removable mass storage solution available. The Bernoulli File Exchange software will also be on display which allows PC and PS/2

computers to share data with Apple Macintosh. Also, Aldus Corp. has given their endorsement to the Bernoulli Box products by signing an agreement with Iomega Corp. to allow Iomega to package Aldus PageMaker 3.0 on Bernoulli Disk Cartridges.

Irwin Magnetics 5719 **WTC**
2101 Commonwealth Blvd.
Ann Arbor, MI 48105

James River Corp. 420 **BEC**
300 Lakeside Dr.
Oakland, CA 94612

Pro-Tech® is a family of specialty computer paper and film from James River Corp. designed especially to meet the demands of today's computer printers. The broad selection of Pro-Tech products includes grades and finishes previously available only to professional designers and commercial printers. Specific products are designed to enhance each printing technology including laser, dot matrix, daisywheel, thermal transfer, ink jet printers and pen plotters.

What is Optical Scaling?

Answer: The difference between desktop publishing and professional type.

ATF Optical Scaling™



Magnified view for comparison.

**Come see the difference
at Booth 643.**

Kingsley/ATF Type Corp. Software Division
2559-2 E. Broadway Tucson, AZ 85716 • (800) 289-TYPE



Exhibitor Descriptions

Jasmine Technologies 5420 **WTC**
1740 Army St.
San Francisco, CA 94124

Jasmine presents its complete line of hard disks and peripherals. Including: DirectServe™, a dedicated Apple-Share™ file server that allows you to share peripherals and send and receive files; DirectPrint™, the first 300 dpi printer to use Liquid Crystal Shutter technology for high speed and superior printed output; DirectOptical™, our 600mb, erasable, removable optical drive features a fast 50ms average seek time; and DirectDigital™, a revolutionary 1.2 gigabyte digital audio tape backup system (DAT), and more . . .

Joint Solutions Marketing 5056 **WTC**
20370 Town Center Lane #245
Cupertino, CA 95014

The AnswerSource, a business guide for the new Macintosh user, is designed to put accurate, candid and timely information into the hands of new Mac owners who need a clear-cut guide to the best software and hardware products. The AnswerSource divides the product universe into functional categories, each with an introductory article. For each product, detailed information, photography and screenshots are provided. A new hypercard supplement is now available that allows you to view, organize and print information.

Julian Systems, Inc. 5826 **WTC**
2280 Bates Ave., Ste. J
Concord, CA 94520

Kennect Technology 2045 **BEC**
120-A Albright Way
Los Gatos, CA 95030

Apple High Density floppy compatibility for the Macintosh 512e, Plus and SE? Kennect Technology's Rapport and Drive 2.4 is the answer! The mouse-sized Rapport installed on the back of your Mac allows you to read 720K MS-DOS files from your internal drive; with an Apple 800K external drive, you can read and write 720K as well as 1.2Mb High Density format on standard-density media. Drive 2.4 with Rapport

supports all existing 3.5" disk formats by Apple and IBM plus 1.2Mb on standard-density media and 2.4Mb on High Density diskettes.

Kensington Microware LTD 5344 **WTC**
251 Park Ave. South
New York, NY 10010

Kensington Microware offers a complete line of accessories for the Macintosh. The entire Maccessories family, along with the award winning Turbo Mouse, Large Screen Anti-Glare Filters and a full line of power protection products will be shown.

Kevin J. Doyle Computer Systems Consulting 5655 **WTC**
27 Congress St.
Salem, MA 01970

We offer a Total Solution for any business. Servicing, system integration, training, or hardware/software support on the Macintosh-we will provide you with the best service in Boston! Also presenting ESP-Executive Search & Placement™ - the Macintosh dream tool for executive recruiters. Tracks client and contact communication for employment agencies and recruiting companies. One click of the mouse and you can pull up a candidate, check past communication, call him, and process him for hiring!

Key Tronic Corp. 543 **BEC**
N. 4424 Sullivan Rd.
Spokane, WA 99216

Key Tronic is the world's largest manufacturer of keyboards and other input devices for personal computers and terminals. Headlining the show is the new MacPro™, a Macintosh™ ADB compatible 105-key keyboard. CTRL, Option and Command keys are placed on both sides of the spacebar for easy efficient input. The separate numeric pad matches the Apple® Desktop Calculator layout. Tempo II, a full-featured macro package gives users the flexibility to assign any operation to any key. Backed by a three-year warranty.

Kingsley/ATF Type Corp. 643 **BEC**
6034 W. Courtyard Dr.
Austin, TX 78730

Please see our advertisement on page 75.

KMW Systems Corp. 5564 **WTC**
6034 W. Courtyard Dr., #100
Austin, TX 78730

KMW will be demonstrating their line of Twinax Protocol Converters. These units provide an inexpensive per port method to connect Apple Macintosh, as well as IBM PCs and compatibles, to IBM midrange systems, including the AS/400. Local connections and remote dial-up capabilities are available. These products provide terminal emulation, file transfer, and printer pass-through capabilities. Routing print data to an AppleTalk connected printer is one common configuration.

Kroy, Inc. 160 **BEC**
14555 N. Hayden Rd.
Scottsdale, AZ 85260

Kurta Corp. 1636 **BEC**
3007 E. Chambers
Phoenix, AZ 85040

Kurta Corp. will demonstrate the many unique and innovative advantages of its desktop tablet series called the IS (Input System) ADB (Apple Desktop Bus). The tablets are available in 8.5x11, 12x12, or 12x17 sizes and plug directly into the keyboard, drawing power from the host. Productivity advantages such as dynamic scaling, macro and mouse event generation, and cord-free operation will be shown. Kurta input systems carry a lifetime warranty.



Disposable

There are a lot of removable storage systems that work today but are expensive disposable systems tomorrow. There will probably be a lot more.

There are a lot of fly-by-night mass storage companies that are here today but gone tomorrow. There will undoubtedly be a lot more.

There are a lot of "crash and burn" "at your own risk" "unbootable" and "unreliable" storage systems out there. There will frightfully be a lot more.



Removable

But of all the removable storage systems, there is one that stands superior — The PLI Infinity 40 Turbo, "Best New Storage System of 1989."

Only the Infinity 40 Turbo includes FREE time-saving utilities (\$436 retail value): TurboCache, TurboOptimizer, TurboBack and TurboSpool.

And you can rely on PLI's experience and support. PLI has been making quality drives for the Macintosh since 1985.

The PLI Infinity 40 Turbo — Don't settle for less!

For a Dealer nearest you call ...
(800) 288-8754

Peripheral Land Incorporated
47421 Bayside Parkway, Fremont California 94538
(415) 657-2211 • FAX (415) 683-9713



Exhibitor Descriptions

La Cie, Ltd.
16285 SW 85th, #306
Tigard, OR 97224

5410 **WTC**

Come see La Cie's complete product line—including award-winning Cirrus hard drives, cartridge drives, magneto-optical drives, PostScript printers and La Cie's Macintosh furniture. Cirrus drives offer 30 to 610 megabytes in portable 3.5" external cases. All Cirrus drives include Silverlining™ hard-disk-management and Silverserver™ modem-sharing software. You can depend on La Cie for reliability, service and plenty of extras. How many other companies bundle a FREE Mac Plus with a drive?

Language Systems Corp. 419 **BEC**
441 Carlisle Dr.
Herndon, VA 22070

Wild Things unleashes the power of HyperCard with 40 new commands for animation, math and statistics. Four stacks demonstrate animation techniques, including the simultaneous animation of many objects. Source code is provided for all XCMDs in Pascal, FORTRAN and C. \$150. Language Systems FORTRAN is a full-featured ANSI FORTRAN 77 compiler with VAX® extensions. Includes structures, pointers, Pascal strings, and options such as 68881, 68882 code and assembler source output. Runs under MPW. \$345.

LaserMax 1022 **BEC**
7150 Shady Oak Rd.
Eden Prairie, MN 55344

LaserMax manufactures high-speed, high-quality laser printer controllers and printing subsystems. LaserMax is introducing two new products with System 7.0 type features; the MX Controller is a NUBUS controller card for the Mac which doubles the resolution of your LaserWriter II (to 600 x 300 dpi). The LaserMax 1000 is a complete plain paper desktop typesetter that prints at 1000 x 400 dpi. Both typically print a complex page in less than 20 seconds.

Layered, Inc.
529 Main St.
Boston, MA 02129

5234 **WTC**

Learning Services, Inc. 917 **BEC**
61 W. Eighth Ave.
Eugene, OR 97401

Popular education and recreation software titles available at discount prices. Learning Services also features the PC Viewer and offers a complete product line of accessories, supplies and peripherals for the Macintosh and Apple II computers, all at discount prices. Free shipping, with a minimum purchase, is available in the contiguous U.S.A., excluding hardware and paper products. Call or write for a free catalog. For toll free ordering call 1-800-435-3276 (USA) or 1-800-545-3276 (Oregon).

Levco Sales 1600 **BEC**
6181 Cornerstone Ct. E., # 101
San Diego, CA 92121

Levco will be featuring Pixar's RenderMan imaging software running on TransLink and the Macintosh. RenderMan is a photo-realistic imaging software program that conforms to the Pixar specification for three-dimensional color scene rendering. Translink is Levco's parallel processing enhancement board for the Macintosh featuring an Inmos transputer, a 32 bit RISC processor. Translink increases the power of the Macintosh by 10 MIPS per module. The Levco SuperServer, an expansion box that can be populated with up to 128 transputers, will be on display showing the ability to communicate with the Macintosh as well as an IBM PS/2.

Please see our advertisement on page 43.

Linotype Co. 1844 **BEC**
425 Oser Ave.
Hauppauge, NY 11788

The Linotronic 300 and 500 Laser Imagesetters are high quality recording devices with excellent output performance. The Linotronic 200P Laser Imagesetter produces high quality text and graphics for any application using the Post Script page description language. The Concert series is designed

to help manage the PostScript Font Library on the Macintosh. It contains the entire collection of fonts from the Linotype library. With Linotype's PostScript RIP3, processing of text and graphics is even faster than before. Series 1000, Linotype's pre-press solution, produces professional quality documents on a Macintosh based system.

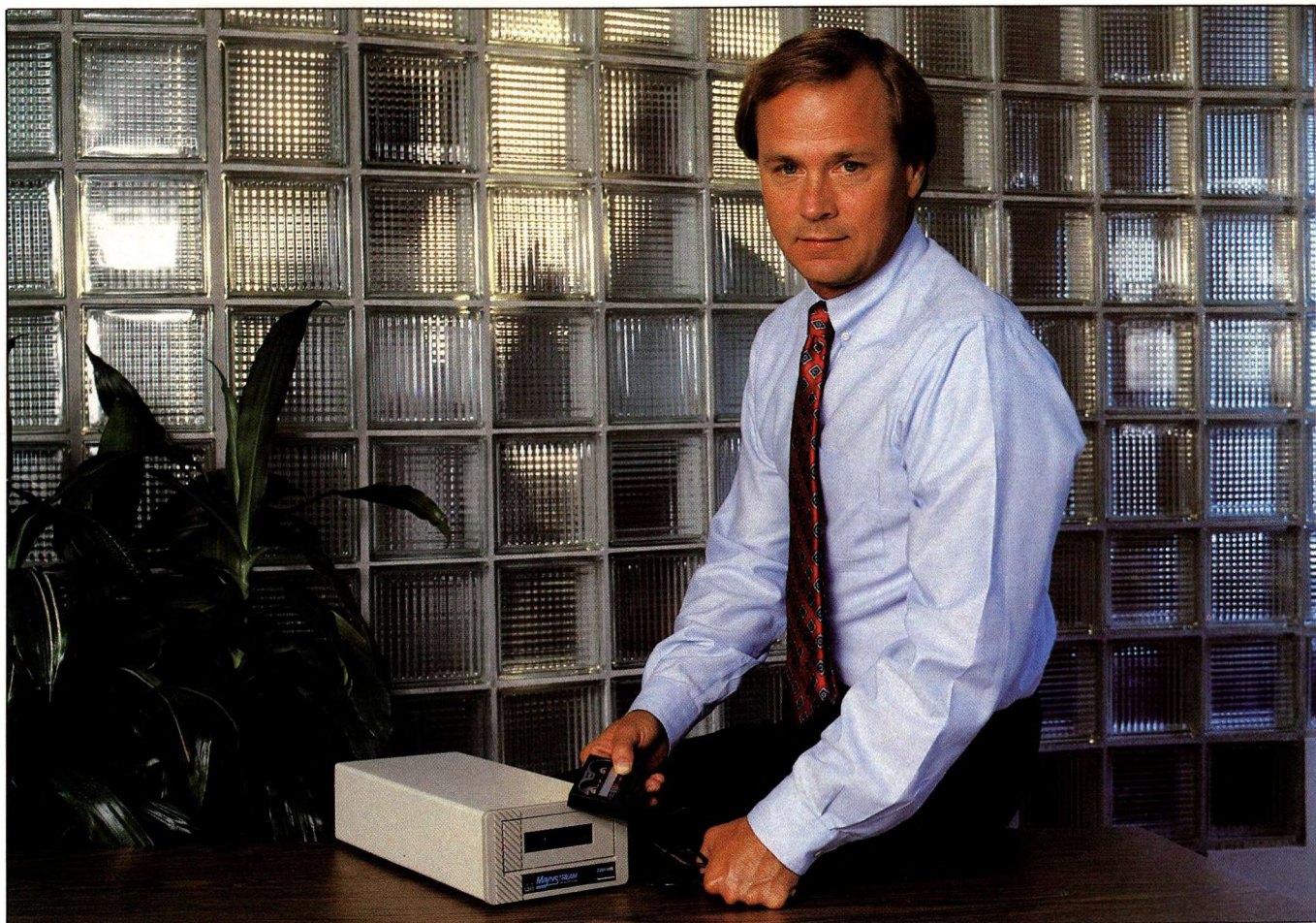
LockerTypesetting Equipment 1631 **BEC**
One Maple St.
E. Rutherford, NJ 07073

Locker exhibits the VT600, Varitypers' affordable 600 x 600 DPI plain-paper imagesetter using the Adobe Postscript Page Description Language. Perfect solution for those who won't accept the poor resolution of 300 DPI laser printers. Two models: VT600P (up to 8-1/2" x 14") for forms, newsletters, proposals, brochures, financial reports, technical manuals; VT600W (up to 11" x 17") perfect for tabloid newspapers. Compatible with Macintosh and IBM software. Ease of desktop publishing with typeset quality output.

Logical Operations, Inc. 5524 **WTC**
595 Blossom Rd., Ste 350
Rochester, NY 14610

Logical Operations provides a full range of training products and services for IBM PC and Macintosh software. Hands-on training materials and textbooks are available to support PC's and software in business, government, education and health industries. Courses come with Student Manuals, Instructor's Guide, and data diskette. Professional Trainer Training and ongoing support are also available. Current curriculum includes over 25 introductory and advanced courses. Courseware sales are supported by a national sales force. Logical Operations also provides on-site training.

"THEY USED TO SAY I WAS CRAZY."



For years they told me I was crazy. First I recommended they replace those expensive word processing stations with PC's.

What happened? Secretarial productivity doubled, and every secretary now has a PC word processor on her desk.

Then I recommended we supplement our mainframe with PC-based systems for every department.

What happened? Now the vital information is easily available to everyone.

Yesterday, less than a month after I recommended we buy the MaynStream 2200HS Tape Backup System, our building was hit by lightning. It took out two of our PC servers, each with 850 megabytes of vital information.

What happened? Nothing! We simply restored the information using the MaynStream 2200HS. You see, every day without fail, we backed up those servers. Today it paid off and it will tomorrow. The MaynStream 2200HS Tape Backup System. That's not crazy, that's plain smart.

THE MAYNSTREAM 2200HS TAPE BACKUP SYSTEM.

■ Novell Approved Software ■ XENIX compatible ■ 2.2 gigabytes of data on one tape ■ Portable, allowing one unit to serve many systems ■ Read-After-Write ■ Password Protection ■ 250 Kbytes/sec Transfer Rate ■ The Editor's Choice of PC Magazine, PC World, InfoWorld, and LAN Magazine.

Call 1-800/821-8782 for a technical specification sheet.



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We're backing you one-hundred percent.

460 E. Semoran Blvd., Casselberry, FL 32817 407/263-3500

Exhibitor Descriptions

Logitech Inc.
6505 Kaiser Dr.
Fremont, CA 94555

5516 **WTC**

ScanMan™ Hand-Held Scanner: affordable scanning for the Apple Macintosh. Take full advantage of the graphics capability of the Macintosh with ScanMan hand-held scanner from Logitech. ScanMan offers an easy, affordable way to add the dazzling look of non-computer images to your documents. Scan photos, logos, drawings, magazine and newspaper articles, business cards, or anything else you choose. Edit the image to fit your needs and use it in your favorite applications. ScanMan is easy to install; be ready to scan in just minutes.

MacAcademy/FMI, Inc. 5864 **WTC**
477 S. Nova Rd.
Ormond Bch., FL 32074

Now available is a full line of VHS or PAL video training tapes for the most popular Macintosh software applications. These high quality and professional videos are available for Microsoft Word, Works, Excel, Filemaker, Pagemaker, Beginning and Advanced Macintosh computer techniques, etc. This is an excellent way to learn the Mac because you can view them over and over again to reinforce the training.

MacBusiness Journal 1907 **BEC**
P.O. Box 2140
Fall River, MA 02722-2140

MacBusiness Journal is designed for Macintosh business users who want to get the most from their computers. MBJ gives Macintosh business users the detail and insight they need to solve business problems. MBJ keeps you updated on the latest products, programming breakthroughs, networking information, and works together with the Macintosh business community to provide solutions to business problems. Look ahead at the future of Macintosh in the business realm.

MacConnection
14 Mill St.
Marlow, NH 03456

1540 **BEC**

MacConnection, the oldest and most respected mail order dealer of products for the Macintosh, will be offering over 500 titles for sale at special show prices. Plan to stop by and get acquainted.

MacGuide Magazine 2060 **BEC**
550 S. Wadsworth Blvd., #500
Lakewood, CO 80226

MacGuide Magazine is a monthly publication for professional Macintosh users, providing news, reviews and feature articles on significant products in a wide variety of categories. With emphasis on vertical markets - such as accounting, medical, legal sales & marketing, science and engineering, education, government, and more - MacGuide delivers in-depth product reviews, columns written by some of the industry's most respected personalities, and comprehensive coverage of over 600 products each month. Get your free copy at Booth #2060.

Macintosh Bible, The 149 **BEC**
842 Key Route Blvd.
Albany, CA 94706

The Macintosh Bible is the best-selling book on the Mac, with 220,000 copies in print. The completely revised Second Edition contains 759 pages of tips, tricks, shortcuts and product evaluations, with more than 500 pages of new material. "If you own a Mac, you should own this book" (BYTE). *The Macintosh Bible Disk* contains 750K of great public-domain software, shareware, templates and art. *The Macintosh Bible* book/disk combination gives you both at \$5.00 off and makes a great gift.

Macintosh Buyer's Guide, The 5220 **WTC**
660 Beachland Blvd.
Vero Beach, FL 33963

The Macintosh Buyer's Guide provides a comprehensive look at the products available to the business user of Macintosh computers. In addition to feature stories and reviews which focus on a single subject, each issue contains the Desktop Communications section, covering Macintosh connectivity with features, reviews and case histories. Every issue also contains the Comprehensive Product Directory, providing the most complete listings and descriptions of products available for the Macintosh business user.

Macintosh News 468 **BEC**
600 Community Dr.
Manhasset, NY 11030

The newspaper for resellers, integrators and developers.

Macintosh Video News 5065 **WTC**
143 Union Blvd., Ste 630
Lakewood, CO 80228

MVN will produce and market a monthly videotape magazine, devoted exclusively for the Macintosh user and enthusiast. Each month up to one full hour's worth of the latest news about the Macintosh. Each video cassette will contain in-depth reviews of important software and hardware, discussing what's hot and what's not. There will be interviews with Mac experts, helpful hints, shortcuts and ways to make your Mac work better for you—at home or at work.

MacOrchard, Inc. 2044 **BEC**
1928 Shattuck Ave.
Berkeley, CA 94704

MacOrchard is a Berkeley, CA based "Mac Only" store. MacOrchard has a knowledgeable sales staff and an extensive catalog of over 1200 Mac Software, Hardware, and Accessory items. Our Corporate and International sales representatives will be on hand at our booth. We will have hundreds of software and hardware products at the best prices at the show. Our staff is also happy to help you: Call 800-852-4666.

Announcing
the 3rd Annual

CD-ROM EXPO

October 2-6, 1989
Sheraton Washington Hotel
Washington, D.C.

Find out what CD-ROM can do for you.

Come to CD-ROM Expo '89 — the only event dedicated to your success with optical technology — and connect with CD-ROM users, potential users and vendors in a dynamic atmosphere of learning and discovery.

Last year's CD-ROM Expo was a stunning success, with nearly double the exhibitors and 40% more attendees than the year before. A sure sign that CD-ROM Expo is growing right along with the booming CD-ROM industry.

CD-ROM Expo is the place to learn more about powerful CD-ROM technology and its implications for your future. Select the combination of learning tools that best suits your needs —

Day 1 - Tutorials

Basic or advanced in-depth learning sessions that teach you about CD-ROM innovations and applications here today and coming tomorrow.

Day 2 & 3 - Conferences

Hour-long seminars, presentations, and discussions that bring you up-to-date on the facts and product solutions best for you. Over 30 to choose from.

Day 2 & 3 - Exhibits

Meet prominent service providers and leading manufacturers face-to-face and experience state-of-the-art technologies. (See exhibitor list below.)

Day 4 & 5 - Workshops

An overwhelming success last year, workshops provide two intense days of hands-on training. You'll study closely with the instructor to customize your learning to the specific application needs at your workplace.

Exhibitor list (as of 3/1/89)

American Helix Technology Corp., Apple Computer Inc., Discovery Systems, Hitachi Sales Corp. of America, Knowledge Access Int'l, KnowledgeSet Corp., Laser Magnetic Storage Int'l Co., LINK Resources Corp., Meridian Data Inc., MVC Corp., NEC Home Electronics (USA) Inc., Neotech Systems, Nimbus Information Systems, On-Line Computer Systems Inc., Optical Media Int'l, Philips and DuPont Optical, Quantum Access Inc., Reference Technology Inc., Shape Optimedia, Silver Platter Information Inc., Sony Corp. of America, The H.W. Wilson Co.

Don't miss CD-ROM Expo '89!

It's your chance to experience the new era in information management.

For immediate information on exhibiting call Jeff Arcuri at Mitch Hall Associates (617) 361-2001. For attendee information call 1-800-225-4698. Or, just complete this coupon and return it to: CD-ROM Expo '89, P.O. Box 9171, 20 Speen St., Framingham, MA 01701.

Yes, I'm interested in knowing more about
CD-ROM Expo, October 2-6, 1989 in Washington, DC.
Please send me information on:

☐ Exhibiting ☐ Attending

Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Business Phone _____ M



CD-ROM Expo is produced by World Expo Corp., producers of Communication Networks and MACWORLD Expo. World Expo Corp. is a company of International Data Group, the world's leading provider of information services on information technology.

Exhibitor Descriptions

MacProducts USA 5227 **WTC**
8303 Mopac Expwy, #218
Austin, TX 78759

MacProducts USA is dedicated to becoming your Macintosh source. We carry the widest selection of hardware, software, and memory products for the Mac, all at the lowest prices available. MacProducts USA manufactures the complete line of magic hard drives, removable disk and optical drives, B & W and color monitors and cards, accelerators, 2400 modem, memory, and network products. Call 800-MAC-DISK or 512-343-9441 for your national and international Macintosh needs. Come by for show specials!

MacroMind, Inc. 130 **BEC**
410 Townsend, Ste. 408
San Francisco, CA 94107

MacroMind Director® lets you create multimedia presentations, desktop video productions and simulate engineering or scientific projects. Brings a new communication medium under your control by utilizing moving graphics to convey a message or animation with sound effects to visualize a prototype. Presentations can now include text, graphics, audio, video and animation by using MacroMind Director. Gen-locking and video output is possible with any Macintosh compatible video peripheral. A significant upgrade from the currently available VideoWorks II product.

MacSema 5824 **WTC**
29383 Lamb Drive
Albany, OR 97321

MacSema will be displaying five new products. MacClock II provides automated wake-up and application control for NuBus based Mac's. MacClock SE is a microprocessor controlled timing system for Mac Pluses and SE's that automates power up launching of applications and power shutdown. Auto Outlet Strip controls power to your peripherals by monitoring your Mac's power. Ringo wakes your Mac II with a phone call. Daiquiri 1216 is an ultra low cost A/D NuBus Card.

MACsetra Technologies 2068 **BEC**
Intl., Inc.
2414 Koyl Ave.
Saskatoon, Saskatchewan
Canada S7L 7L5

The new age of data storage has dawned. The light of optical data storage technology shines with laser accuracy on MACsetra Technologies' Genesis 6000. Infinite data storage, a high of 600 megabytes at a time. Removeable cartridges for security and transportability. The new standard in high capacity rewritable data storage and retrieval. The solution to memory intensive areas including engineering, publishing, graphics generation, education, data base and high security government and legal applications.

MacTemps 5643 **WTC**
54 Church St.
Cambridge, MA 02138

MacTemps is the nation's largest temporary agency whose personnel specialize in using the Macintosh. When you need additional manpower to staff personnel shortfalls, complete projects, fill vacancies or cover vacations, we can provide temporaries who are professional, personable and most of all, skilled in using the Macintosh. MacTemps provides support in many areas: desktop publishing, graphic design, secretarial, administrative, data entry, database and spreadsheet. Offices in NY, LA, San Francisco, Mountain View, Orange County, Chicago.

MacTutor 1526 **BEC**
1204 N. Van Buren, #105
Anaheim, CA 92807

MacUser 1630 **BEC**
One Park Ave., 4th Flr.
New York, NY 10016

MacUser magazine is the largest paid circulation publication in the Macintosh personal computer marketplace, with an average paid circulation of 300,000. *MacUser* readers can best be characterized as serious business users of Macintosh systems who are looking for the in-depth product information necessary to make purchasing decisions. *MacUser* is the primary

source for product reviews and "how-to" information. *MacUser* is published by Ziff-Davis Publishing Company.

MacWEEK 400 **BEC**
301 Howard St., 15th Flr.
San Francisco, CA 94105

MACWORLD Communications 1306 **BEC**
501 Second Street
San Francisco, CA 94107

MACWORLD magazine is the world's leader in Macintosh computing, providing business users with comprehensive buying information about Apple Macintosh products, applications and technology. With a circulation of 325,000, each issue includes authoritative and objective reporting, in-depth reviews, commentary, tutorials. Departments include technology trends, consumer advocacy issues, buying tips and industry news. *MACWORLD* magazine sponsors the MACWORLD Expositions in Boston, San Francisco and Washington D.C.

Please see our advertisements on pages 72 & 73 and back cover.

Madson Line, The 5540 **WTC**
228 Harrison St.
Oakland, CA 94607

Mainstay 300 **BEC**
5311-B Derry Ave.
Agoura Hills, CA 91301

Mainstay is featuring MarkUp, group edit and review software, as well as several upgrades to existing software products: MacFlow v3.0, a powerful upgrade for fast, clear color flowcharts; MacSchedule v2.0, a color Gantt chart drawing application; and Capture 2.0, the Macintosh screen capture utility. AntiToxin, a complete virus decontamination/protection product, and Think'n Time, a useful DA outliner/visual organization tool, are also featured. V.I.P. (Visual Interactive Programming) will also be demonstrated.

WANTED

DEAD OR ALIVE

Surrender your hard drive to Microtech and get a reward. A rebate reward worth up to \$200! With Microtech's new **STEP-UP™ EXPANSION PROGRAM**, all you have to do is brush the trail dust off your old drive, send it in, and receive a rebate on the purchase of a new Microtech drive.* You can also purchase new Microtech drives at our list prices *without* a trade-in.

HOW CAN MICROTECH OFFER A DEAL THIS GOOD?

It's simple. As one of the largest manufacturers of Macintosh peripherals, we understand your needs. We know you can't afford to be left in the dust by advances in technology. That's why we've developed the **STEP-UP™ EXPANSION PROGRAM** — a unique design philosophy that puts you on an easy, economical upgrade path... without throwing away your current investment.

WILL MICROTECH TAKE DRIVES FROM OTHER MANUFACTURERS?

You bet! Send us hard drives from Apple, SuperMac, CMS, Jasmine... anyone! Working or not, we don't care how they're branded. Best of all, you'll have the satisfaction of purchasing a new Microtech hard drive, like our NOVA 80, rated the fastest, least expensive drive by Macworld†, or a Microtech R45 Removable Cartridge Drive. Of course, you'll still be entitled to Microtech's unprecedented five year warranty on NOVA hard drives, and two year warranty on

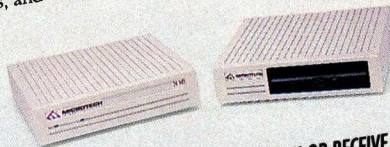
the R45.* You'll also be assured of the best service and support in the industry. How's that for shooting the pants off the competition! Look for Microtech's exclusive **STEP-UP™ EXPANSION PROGRAM** with other Microtech products including Memory Expansion Boards, Accelerators, and Tape Backup Systems. It's another reason to trust in Microtech to support all your Macintosh peripheral needs. Call now to receive more information on our **STEP-UP™ EXPANSION PROGRAM**, Microtech products, or to order a new Microtech drive. For powerful, affordable solutions, call Microtech. We bear you.



MICROTECH
INTERNATIONAL, INC.
158 Commerce St., East Haven, CT USA 06512
1-800-325-1895
(203-488-7744 in CT)

MODEL	INTERNAL		EXTERNAL	
		N/A		N/A
NOVA 20	\$ 569.00		\$ 520.00	
NOVA 40	\$ 919.00		\$ 649.00	
NOVA 80	\$ 999.00		\$ 1,019.00	
NOVA 100	\$ 1,399.00		\$ 1,099.00	
NOVA 150	\$ 2,699.00		\$ 1,469.00	
NOVA 320				N/A
MICROTECH R45		N/A		\$ 1,099.00

STEP-UP™
EXPANSION
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PURCHASE A MICROTECH DRIVE AT OUR EVERYDAY LOW PRICES WITHOUT A TRADE-IN OR RECEIVE A REBATE OF UP TO \$200 FOR YOUR OLD DRIVE. CALL MICROTECH AT 1-800-325-1895 FOR MORE INFORMATION!

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* Some restrictions apply. Terms and conditions of STEP-UP Rebate Program and warranties available upon request.
† All product names and logos are trademarks or registered trademarks of their respective owners.
‡ Macworld, May 1989.
Prices and availability subject to change without notice.

Exhibitor Descriptions

Market Engineering Corporation

5822 **WTC**

1675 Larimer, #640
Denver, CO 80202

Crystal Ball™ is a forecasting tool for Macintosh users. Easily used by both beginners and experts, Crystal Ball is needed whenever decisions must be made under uncertain conditions. Crystal Ball gives you a graphic, intuitive feel for the problem at hand and, using a technique called Monte Carlo simulation, tells you the probability of any event! At this Expo, Market Engineering is introducing several exciting extensions to the Crystal Ball product line.

MASS Microsystems

1710 **BEC**

550 Del Rey Ave.
Sunnyvale, CA 94086

Discover the latest technology in multimedia/desktop video production and removable mass storage. MASS Microsystems will be demonstrating its award-winning ColorSpace line of video cards for the Macintosh II family. Now available-live video on the desktop with ColorSpacefx, the video processor/special effects board. Zooming, shrinking, flipping and spinning of live video images are easy with ColorSpacefx. Use ColorSpace II, the video-graphics overlay card, to create titles and animation over live or taped background video. MASS Microsystems' DataPak removable 45Mb cartridge drive stores your large graphic files and portable presentations. The DataPak is available for the Macintosh Plus, SE, and II family.

Mathsoft

5668 **WTC**

One Kendall Square
Cambridge, MA 02139

MathCAD is an advanced Macintosh mathematics package that allows technical professionals to calculate interactively on a Macintosh as they would on a scratchpad. MathCAD integrates mathematical equations, text and graphics together in a single, live document. The program features dynamic evaluation of expressions. As equations are entered, MathCAD quickly calculates results and displays them. Special MathCAD Macintosh palettes make it simple for users to enter operators and Greek letters into

equations. They also allow for easy, fast manipulation of mathematical expressions. If variable values and expressions are changed, affected calculations are automatically updated, and new results presented. The cost is \$495 and is available through Mathsoft and dealers nationwide. Call 1-800-MATHCAD or 617-577-1017 (in Massachusetts) for information.

Maxcess, Inc.

343 **BEC**

3440 Market St., Ste. 100
Philadelphia, PA 19104

Maxcess, Inc., founded in 1989, is an innovative company supplying a wide range of high quality data storage products to the Apple Macintosh Market. The Maxcess product line features high performance totable, removable and large capacity hard drives as well as high speed tape back-up systems. Maxcess adds value to each product by adding more than \$1,000 in software. Maxcess has a unique approach to its Apple Authorized Dealers. They are seen as an outside sales force and given exceptional support in order to build strong relationships. This is the basis of an on-going national campaign to recruit new Maxcess dealers. Maxcess is located in Philadelphia, Pennsylvania.

Maynard Electronics

142 **BEC**

460 E. Semoran Blvd.
Casselberry, FL 32707

Maynard Electronics will unveil its new Macintosh compatible Maynstream tape backup systems in 60 and 150 MB sizes and the network-capable 2.2 gigabyte system. Maynstream's award-winning software, speed, and reliability are now available for the Macintosh environment!

Please see our advertisement on page 79.

McGraw-Hill Information Services

308 **BEC**

Princeton Rd., N-1
Hightstown, NJ 08520

Business publications such as: Business Week, Byte Magazine and Data Communications. These publications will give special and expanded reports, spotlight problems and opportunities over the full range of business activity. A prime source of information for technically-sophisticated microcomputer users, for those who use microprocessors for personal as well as business purposes.

Media Clip-Art, Inc.

1112 **BEC**

1879 Old Cuthbert Rd., Unit #10
Cherry Hill, NJ 08003

Want a little excitement in your clip art? Want PostScript COLOR illustrations, as well as lots of great black and white? Want reproduction quality 24-bit COLOR images that you can manipulate to your heart's content on an 8-bit monitor? Want a massive amount of unique clip-art—650 Megabytes!—on an incredibly portable CD-ROM, or on convenient floppies? Come and see our two new 650 MB CD-ROM's of Color clip-art, at special show pricing.

Please see our advertisement on page 19.

Mega Drive Systems

1835 **BEC**

1801 Ave. of the Stars, Ste. 507
Los Angeles, CA 90067

Mesac, Inc.

5005 **WTC**

61 Inverness Dr. East #203
Englewood, CO 80112

Conversion software, which allows PostScript-based graphics packages (Illustrator, Freehand, LetraStudio, etc.) to output to various pen plotters and cutting equipment. Complete turn-key computerized signmaking/graphics systems and components, various plotters, vinyl cutters. Dealer inquiries welcome.

XCEED™ YOUR MEMORY LIMITS



With the demands of today's software, you need memory products that exceed your existing system memory and enhance the sophisticated features of your Macintosh®.

That's why we developed our Xceed™ Memory Expansion Kits — to provide maximum speed and performance for memory-hungry operating systems, power spread sheets and graphics programs, and to add flexibility when running software programs such as MultiFinder™.

Xceed Memory Kits provide an additional 1 to 8 megabytes of RAM for your Macintosh Plus, SE, SE/30, II, IIx or IIfx. They feature fast, low power

CMOS* SIMM modules populated with superior quality DRAMs. Plus they're backed by our comprehensive service and warranty program.

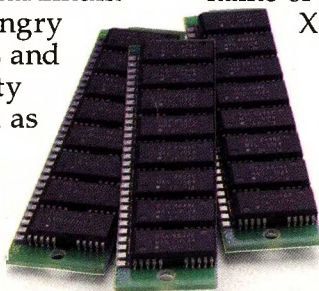
So contact us today at 1-800-642-7661 for the name of your nearest Micron dealer. And start Xceeding your memory limits.

Micron. Working to improve your memory.

OEM standard and custom inquiries welcome.

* 256K SIMM modules are NMOS technology.

Xceed is a trademark of Micron Technology, Inc. Macintosh is a registered trademark, and MultiFinder is a trademark of Apple Computer, Inc.



MICRON

TECHNOLOGY, INC.

2805 E. Columbia, Boise, ID 83706 (208) 386-3900

Exhibitor Descriptions

Meta Software Corp. 5528 **WTC**
150 Cambridge Park Dr.
Cambridge, MA 02140

Meta Software will feature graphical tools for the design, analysis, and implementation of complex systems. Design/OA is an innovative open architecture development environment for creating multi-level diagram-based applications and graphical interfaces. MetaDesign enables you to efficiently design, edit, and maintain multi-level diagrams, including flow charts, data flows, and other system models. Design/IDEF supports the creation of IDEF/SADT models. Design/CPN supports simulation and analysis of complex, hierarchical system models, including telecommunication and banking networks.

Micro CAD/CAM Systems, Inc. 5659 **WTC**
5900 Sepulveda Blvd., Ste. 340
Van Nuys, CA 91411

MGMStation is a full-featured, high-precision computer-aided design program for Macintosh. It offers a wide range of features, an innovative user interface, and is suitable for a wide range of CAD applications, with particular strengths in the fields of mechanical design and engineering. MGMStation CAD/CAM is an integrated design and manufacturing system that greatly simplifies the complex task of generating CNG programs for control of Milling, Turning, Punching, and Wire EDM machine tools.

Micro Dynamics, Ltd. 5134 **WTC**
8555 Sixteenth St., Ste. 701
Silver Spring, MD 20910

Micro Dynamics Mars™ (Multi-User Archival & Retrieval System) A fully-integrated archival and retrieval system for storing vast amounts of documents and computer files and retrieving them from Macintoshes. Scans paper documents and microfilm. Retrieves documents by keywords; also includes full text searching on text files. Uses WORM optical disks and erasable magneto-optical disks. Jukeboxes, OCR, and compression devices (CCITT Group IV) available. Currently used for litigation support, student records, marketing information, financial data, proposals, etc.

Micro Planning International 1701 **BEC**
235 Montgomery St., #840
San Francisco, CA 94104

You're behind schedule, over budget, and out of excuses. What do you tell the boss? Micro Planner. The powerful project manager that makes even complex projects easy. In less than a day, Micro Planner's unique graphic interface will have you building a step-by-step model of your project. From there, Critical Path Analysis and multi-project resource leveling calculate start dates and deadlines, forecast bottlenecks, and optimize resources. Then you'll create impressive reports—including PERT charts and barcharts—that look as powerful on paper as on-screen.

Microcom Software 5639 **WTC**
Still River Corporate Center
55 Federal Rd.
Danbury, CT 06810

Carbon Copy Mac is a new remote control communications software package that allows a remote Macintosh to access and control another Macintosh. Carbon Copy Mac links two Macs, including their keyboards, screens and mice. It is ideal for remote training, troubleshooting and support. Carbon Copy Mac is commonly used to train and support remote users, install and demo software and transfer files at high speeds.

Microlytics, Inc. 403 **BEC**
Two Tobey Vill. Off. Park
Pittsford, NY 14534

Microlytics, a developer of auxiliary word processing products and productivity related hardware and software products, will introduce GOfer 2.0, the high-speed text retrieval program that finds text without indexing. WordFinder, a 220,000 word thesaurus, will also be demonstrated. Microlytics will feature a new grammar checker, our European language spelling verification/correction and thesauruses for OEM applications. The grammar check provides true natural language parsing in real-time using far less overhead than comparable programs. It analyzes errors in subject/verb agreement, noun/modifier agreement, pronoun

case, possessives, verb form and article usage. We market our products direct, through dealers and distributors and through OEM relationships with software, hardware and consumer electronics companies.

Micron Technology, Inc. 208 **BEC**
2805 E. Columbia Rd.
Boise, ID 83706

Please see our advertisement on page 85.

MicroNet Technology, Inc. 5534 **WTC**
13765-A Alton Pkwy
Irvine, CA 92718

MicroNet Technology offers a complete family of "Power Matched" SCSI storage systems for the Macintosh family. Internal and external systems ranging from 20 MB to 1.2 GB with access as fast as 10.7 ms. Also, 45 MB removable cartridge and tape backup systems to 320 MB. We specialize in Imprimis/CDC MacWren drives that are A/UX compatible and known for their reliability and speed. MicroNet's charter is to offer superior quality and service. Products sold through dealers and distributors.

Microsoft Corp. 5509 **WTC**
16011 NE 36th Way, Box 9717
Redmond, WA 98073-9717

Microsoft is the leading publisher of software for the Apple Macintosh, including the three top-selling applications Microsoft Excel, Microsoft Word and Microsoft Works. Other products include PowerPoint, QuickBASIC and Microsoft Mail. Visit the Microsoft booth for demonstrations of products that are designed to exploit the powerful features of the Macintosh II and provide powerful integration across applications—operating in an enterprise-wide network configuration.

Microspot 1824 **BEC**
1921 Corporate Sq. Blvd.
Slidell, LA 70458

Microspot is showing MacInteriors, a 3-D interior design program which allows users to create their own furniture items, draw rooms with doors and windows, and position furniture items in the room. It may be viewed in plan, elevation and perspective and printed or plotted in color using Microspot's drivers. Microspot has now extended its range of MacPlot chooser-level pen plotter drivers to include electrostatic plotters and color thermal printers.

MicroStore 1606 **BEC**
Rte. 3, Box 168
St. Peter, MN 56082

MicroStore manufactures portable disk carriers and mouse pads. Six different models of carriers are available ranging in sizes from 4 to 32 disks. Mouse-pads range from the standard cloth and plastic surfaced models to our premier models of picture or print pads.

Microtech International, Inc. 100 **BEC**
29 Business Park Dr.
Branford, CT 06405

Microtech International, Inc., will display the Nova series internal and external hard drives with a 5 year warranty; the Microtech R45, removable hard disk; Nova Tape BackUp Systems; Microtech Memory Expansion Kits; and a line of accelerator and design boards-the Microtech 68882, 68020, and 68030. Stop in to get details on Microtech's new Step-UP™ expansion program. Microtech will also announce several exciting new products in the area of optical drive and accelerator technology.

Please see our advertisement on page 83.

Microtek Lab, Inc. 336 **BEC**
680 Knox St.
Torrance, CA 90502

Microtek will be displaying its complete line of image and text scanners for the Apple Macintosh™. Included will be the versatile, new MSF-300Z, a color/gray scale scanner which offers full 24 bit color as well as 8 bit gray-scale compatibility. The MSF-300G, Microtek's leading gray-scale scanner and the MS-II, Microtek's OCR scanner will also be displayed with a variety of compatible application packages.

MicroTouch Systems 5741 **WTC**
10 State St.
Woburn, MA 01801

Millennium Software 5542 **WTC**
1970 S. Coast Hwy.
Laguna Beach, CA 92651

HyperX™ is The HyperCard Expert System. Clone yourself by teaching HyperX how to troubleshoot problems or provide advice when you're not around. Access a knowledgebase of expertise anywhere you have a Macintosh. Applications include: Intelligent database interfaces, Data analysis, Computer Assisted Instruction, Troubleshooting, Automation of complex procedures, Decision support systems. New products for developers to build intelligent applications, integrating graphics, network communications to databases and control of remote devices, will be demonstrated.

miro Data Systems 262 **BEC**
6 Faraday
Irvine, CA 92718

miro Data Systems is introducing its complete line of color, gray scale and monochrome graphics controllers and systems for the Macintosh market. Features of the miroGRAPH line include high resolution (up to 1150 x 860), refresh rates of 75 Hz for flicker-free imagery, 32-bit QuickDraw compatibility, and 8-bit or 24-bit color and gray scale display.

Toolboxes for Scientific Image Analysis...

Tools of the trade. Perceptics provides you with the right tools for your scientific, quantitative image processing and analysis. Choose them from one of our "toolboxes" for the Macintosh™ II ...

Software. Our *TCL-Image*™ software package is your choice if you don't need video-rate speeds. Use its rich set of image processing commands interactively or combine them in a script file. Also, capture video images directly.

Hardware. Our *NuVision*™ external hardware accelerator gives you video-rate image capture, processing, and display. Grab images from monochrome, RGB, and high-resolution (1K x 1K) video or digital signals, even in non-standard formats. Process them with parallel DSPs and a pipelined pixel processor. Choose from a 768 x 512 or 1200 x 1024 display. Plus, you get complete software, including full C source code.

**See us at booth 449 in
Bayside Expo Center.**

perceptics®

725 Pellissippi Parkway
Knoxville, TN 37933-0991
(615) 966-9200
Fax: (615) 966-9330
MacNET: Perceptics

NuVision is a trademark of Perceptics Corporation.
TCL-Image is a trademark of Multihouse TBI B.V.
Macintosh is a trademark of Apple Computer, Inc.

Exhibitor Descriptions

Mitsubishi International 268 **BEC**

701 Westchester Ave.
White Plains, NY 10604

Mitsubishi International Corp. offers thermal transfer color printers in 300 DPI for both "A" and "B" size. Model CHC-336 color printer offers Quick-Draw support. Newly available—full color Image*Scanner-Model SC-7500 with 400 DPI. Accurate highly detailed images, up to 11" x 17" are transmitted at high speed; the fixed flat bed scan system wastes no precious space. The SC-7500 supports virtually all hardware including Apple Macintosh II, and is compatible with leading graphics software packages.

Mobius 626 **BEC**

Technologies, Inc.
6020 Adeline
Oakland, CA 94608

Mobius Technologies will be featuring the family of MultiScreen Solutions, the most affordable large screen displays. With the MultiScreen video card, users can now connect a wide range of high-quality monitors to their Macintosh. Three MultiScreen Solutions will be featured—the Princeton MAX-15, Apple's Monochrome display and Apple's new 15" Portrait Display. Also on display will be MultiScreen Utilities, advanced video software that includes dual-screen support, pop-up menus, magnifying glass, built-in screen saver, large menu bar and more.

Moniterm Corp. 5634 **WTC**

5740 Green Circle Dr.
Minnetonka, MN 55343

Moniterm is a leading manufacturer of high resolution monochrome, gray-scale and color monitors and controller boards for the MacSE, SE130 and MacII family. These monitors include the Viking 2, 19" monochrome monitor, 72 or 91 DPI; Viking 2400, 24" 'actual-size 2 page' monochrome monitor, 72 DPI; Viking 2 G1S, 19" gray scale monitor, displaying 256 shades of gray, 72 DPI; and the Viking 21, 21" flat square color monitor, displaying 256 colors out of a palette of 16.8 million, 72 DPI.

Monogram 1625 **BEC**

Software, Inc.
531 Van Ness Ave.
Torrance, CA 90501

Monogram Software is a leading publisher of home finance and small business accounting software. Dollars and Sense® will easily help you track all your finances with features like unlimited transactions and accounts, checking, budgeting and reports. For those of you who need a higher end accounting package. Business Sense is for you. Business Sense™ is a fully-integrated, full-featured accounting package with AR, AP, GL, payroll, invoicing and budgeting, all in one module.

Monotype 5009 **WTC**

Typography, Inc.
53 West Jackson Blvd.Ste., 504
Chicago, IL 60025

Monotype's high quality typefaces are 100% PostScript compatible for use with PostScript language laser printers and high resolution output devices. More than 200 Monotype typefaces in Adobe's PostScript language are available for the Apple Macintosh. Monotype has now licensed Adobe's font encryption software which will allow the addition of Adobe "hints" to Monotype typefaces. At MACWORLD Expo/Boston, Monotype will announce the release of the first Monotype typeface volumes produced using the Adobe font software.

Monster Cable 604 **BEC**

101 Townsend St.
San Francisco, CA 94107

Mountain Lake 346 **BEC**

Software, Inc.
1041 Lake St.
San Francisco, CA 94118

MakeTest®, for teachers, is an easy-to-use, convenient, and flexible program for creating and printing tests and test banks. Save time making tests and save money buying software—MakeTest is the best value in testing software. ClassKit™, an object-oriented application framework under development, is designed for professional C and C++ programmers, students, and hobbyists. Also see our new and unique b-tree data and file manager that stores variable-length data and multiple indexes in one file.

Multi-Ad Services, Inc. 5724 **WTC**

1720 W. Detweiller Dr.
Peoria, IL 61615-1695

Multi-Ad Creation™ is a unique ad and page make-up software package that allows free rotation of grouped graphics and text, copyfitting, suggested layouts, advanced object drawing and manipulation and the ability to export the complete finished document as PICT files. Multi-Ad Creator integrates a variety of customizing features including layout formats, document sizes, color and more. Multi-Ad Creator ships on both floppy diskette and on compact disc. Customers receive FREE upgrades and technical support for one full year from date of purchase.

Mysterium Tremendum 370 **BEC**

3804 N. Washington St.
Oak Brook, IL 60521



All In The Family.

Dayna Communications now provides one-stop network shopping for Macintosh® and IBM® PC customers.

DaynaNET

For high performance network connectivity, DaynaNET is a local area network operating system for Macintosh and mixed Macintosh and PC work groups. A unique version of top-selling NetWare® DaynaNET offers many of the features of a high-end LAN at a price that entry-level customers can afford.

DaynaTALK

To improve network performance over LocalTalk® cables, add DaynaTALK. A cost-effective alternative to Ethernet, DaynaTALK increases the capacity of LocalTalk and PhoneNET® cables to

handle heavy network usage without degrading performance.

DaynaMAIL

Improve work group communications with DaynaMAIL. For electronic mail in mixed Macintosh and PC workgroups, DaynaMAIL provides full-featured, seamless connectivity over DaynaNET and NetWare networks.

So when it comes to network solutions, get them from Dayna. And keep it all in the family.



Dayna

50 South Main, Fifth Floor, Salt Lake City, UT 84144, 801 531-0203

Dayna and the Dayna logo are registered trademarks and DaynaNET, DaynaTALK and DaynaMAIL are trademarks of Dayna Communications, Inc. All other product names are trademarks or registered trademarks of their respective holders. DaynaNET is an OEM version of NetWare®

Exhibitor Descriptions

National Association of Desktop Publishers 1520 **BEC**
Museum Wharf, 300 Congress St.
Boston, MA 02210

The National Association of Desktop Publishers (NADTP) was started in 1986 as an independent, non-profit trade association for desktop publishing professionals. NADTP publishes the Desktop Publishers Journal, the Desktop Publishers Forum, the Desktop Publishers Educational Directory, and a book catalog offering desktop publishing books at special prices. Members also receive free registration on GENIE®, General Electric's Network for Information Exchange. In addition, our membership card allows members to receive substantial discounts on purchases from Businessland. Additional benefits include magazine subscriptions, as well as discounted or free tickets to tradeshow, conferences, and seminars.

National Instruments Corp. 5221 **WTC**
12109 Technology Blvd.
Austin, TX 78727

National Instruments will exhibit our A/D, D/A, digital I/O and GPIB hardware and software products. We will feature our new high-performance analog input board that samples up to 1 Msamples/sec and transfers data directly to main memory using our new block-mode DMA board. This new board combination, with LabVIEW 2, pushes the Macintosh II's performance for data transfers beyond 30 Mbytes/sec. LabVIEW 2 will also be used to demonstrate a variety of GPIB instrument control applications.

National Semiconductor Corp. 1412 **BEC**
750 Central Expwy, M/S 34-10
Santa Clara, CA 95050

National Semiconductor is demonstrating its line of NuBus boards for the Macintosh. Being shown for the first time is Mac'langelo, a 32-bit Quick-Draw compatible graphics card that offers users National Semiconductor quality coupled with flexibility due to its varied feature set. Maccelerate, a DMA SCSI board, and the NS8/16, a 16 megabyte RAM board, will also be shown in the booth.

Natural Intelligence, Inc. 310 **BEC**
86 Richdale Ave.
Cambridge, MA 02140

Natural Intelligence introduces Shadow™, the first and only mirroring software for the Macintosh. Backup programs are great, but if you haven't saved your document and something goes wrong, you have nothing to back up. Shadow not only saves your documents automatically but continually backs them up while you're working. We're also showing Inix™, the most powerful Init Management Software available. Inix turns INITs on and off and creates sets of INITs for use with different applications.

NEC Home Electronics (USA), Inc. 256 **BEC**
1255 Michael Dr.
Wood Dale, IL 60191

NEC Home Electronics will feature its newest members of the MultiSync family, the MacSync and the MultiSync 3D, both of which are fully compatible to the Apple Macintosh II. Also displayed will be a family of high resolution products for the Mac II. In addition, the intersect CD-ROM Reader will be demonstrated with Clip Art 3-D and Image folio software. Please stop by the NEC booth for a demonstration and product information.

NEC Information Systems, Inc. 256 **BEC**
1414 Massachusetts Ave.
Boxborough, MA 01719

NEC Information Systems displays the Silentwriter family of 8 ppm page printers. Featured is the new Silentwriter LC 890XL, a PostScript page printer designed for maximum performance in work group settings. With a 68020 based microprocessor and a 4 MB of main memory, the LC 890XL handles high output volumes and complex graphics with speed and assurance. With Appletalk, Centronics parallel, RS-232, and RS-422 interfaces, our Silentwriter printers are easily integrated into any work environment.

Nemonix, Inc. 5330 **WTC**
106 South St.
Hopkinton, MA 01748

Nemonix, Inc. will display the full NXMAC-VSE monochrome video card series and high performance memory for the Macintosh. The NXMAC-VSE series video cards run up to 30% faster, and are compatible with major OEM monitors! In addition to a full page (portrait) and dual page (landscape) video cards, also displayed will be our FOUR PAGE display. Visit us at Booth 5330 to see why the Nemonix alternative is right for you.

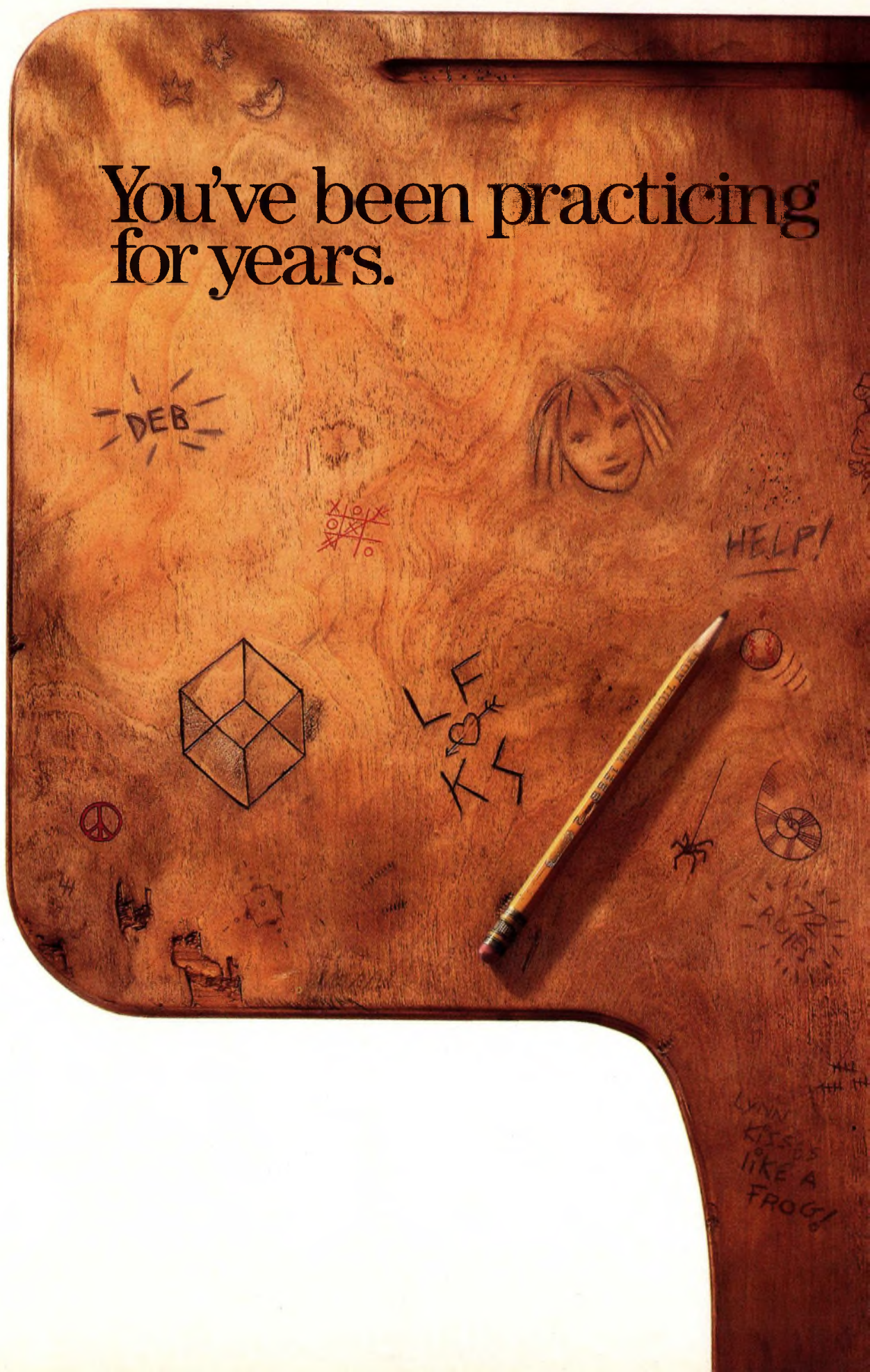
New Horizons Software, Inc. 547 **BEC**
206 Wild Basin, Rd., Ste. 109
Austin, TX 78746

WordMaker is the new high performance, personal word processor for all Macintosh systems. Its intuitive design makes WordMaker, priced at \$124.95, quite easy to learn and to use. WordMaker easily wraps multiple lines of text around graphics. It has print merge, multiple line headers and footers, color capability, and a 100,000 word spelling checker! It imports and exports MacWrite files for compatibility with most word processing programs. Minimum system requirement: Macintosh 512E running system 4.1

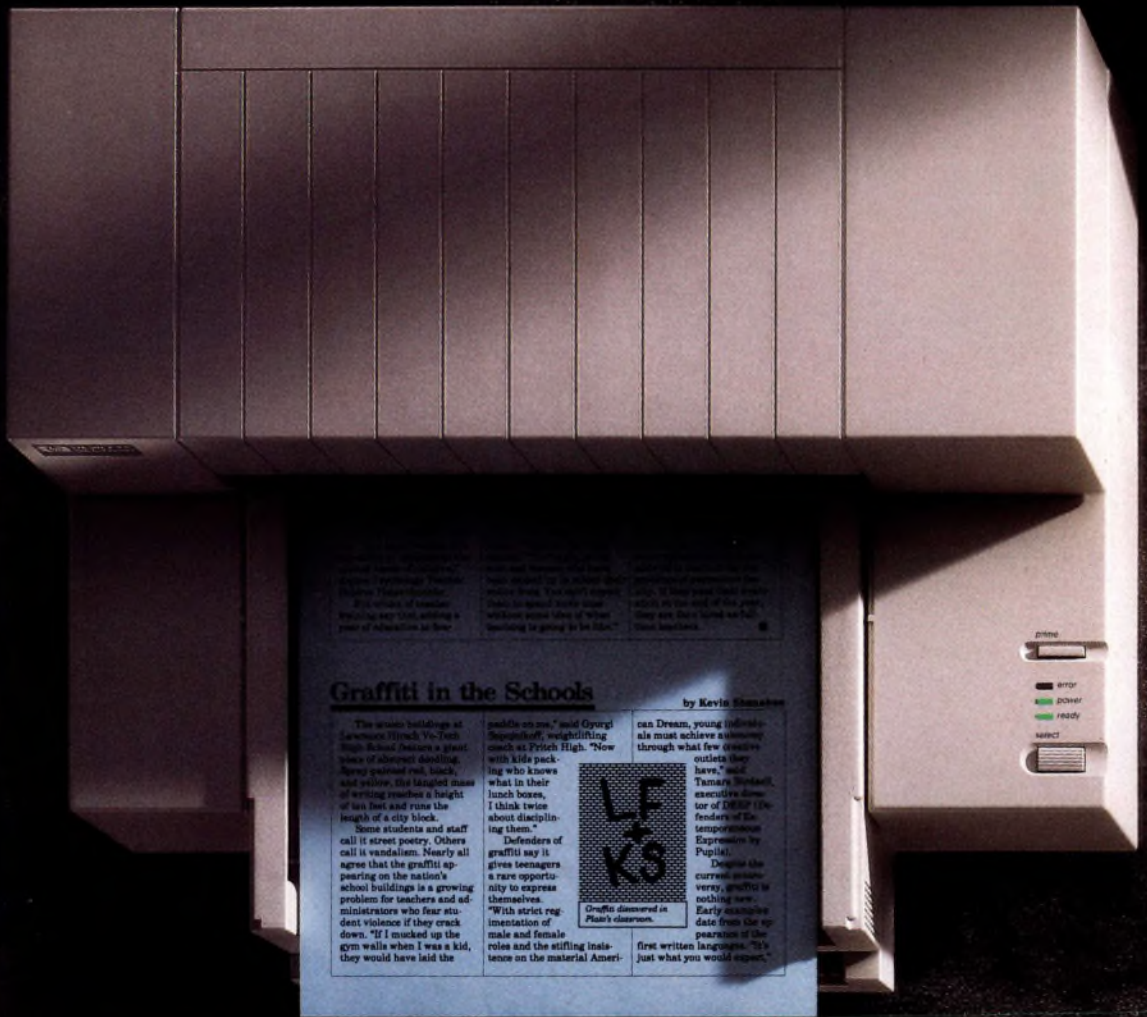
New Wave Executive Corp. 2115 **BEC**
23228 Hawthorne Blvd., Ste. 221
Torrance, CA 90505

New Wave Executive Corp.™ introduces its latest innovation of Macintosh carrying cases designed for the "Ultimate" in heavy duty, light-weight computer protection, convenience and functionality! Featuring the Executive Mac Traveler Carrying Case series, for the extended/regular keyboards, Mac IIcx and Imagewriter II. Also available is a complete line of stylish protective Dust Covers, Disk Wallets and Mouse Pads. All products will be offered at incredible show special prices! Dealers welcomed.

You've been practicing
for years.

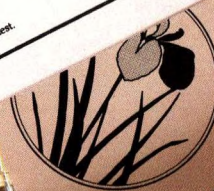
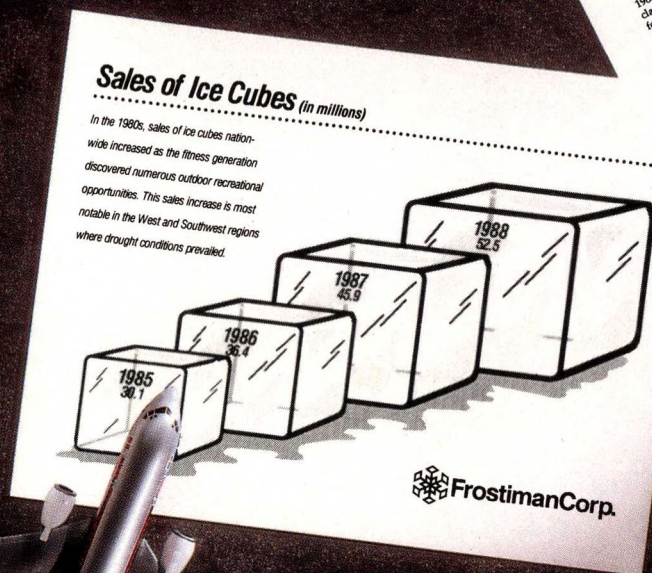
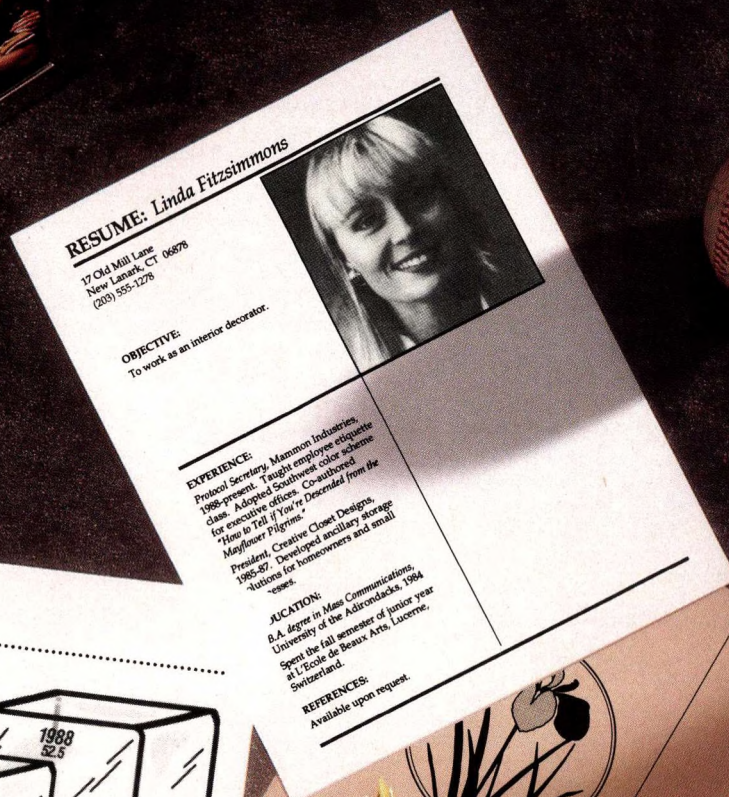
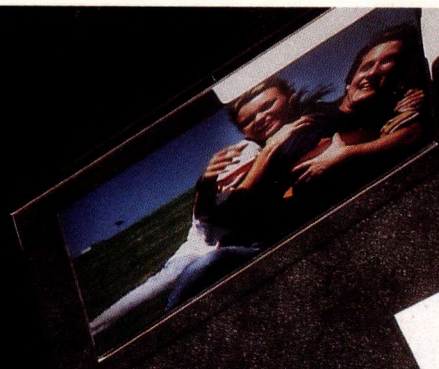


Now it's time to play.



Introducing the HP DeskWriter printer
for the Macintosh. \$1195.*

*Suggested U.S. list price. ©1989 Hewlett-Packard PE 12921



Mr. and Mrs. John Fitzsimmons request the
 honour of your presence at the marriage of
 their daughter
 Linda Helene
 to
 Mr. Kevin Shanahan
 at four o'clock on the twenty-third day of
 November, nineteen hundred ninety, at the
 Church of Our Saviour, Mapleville.
 Reception to follow.
 The favour of a reply is requested.

The new HP DeskWriter printer for the Macintosh puts laser quality on your desktop. With its advanced inkjet technology you can print text and graphics, even scalable outline fonts, at 300 DPI. Just like a laser printer.

But unlike a laser printer, the

DeskWriter is priced so you can have your own. No more waiting in line for output. Or having your work scrutinized by the office busybodies.

And at a compact 15" x 17" x 8", the DeskWriter fits neatly next to your Macintosh. So call 1-800-752-0900, Ext. 688E

for your nearest authorized HP dealer and a demonstration. And keep the laser quality all to yourself.

There is a better way.



**HEWLETT
 PACKARD**

Exhibitor Descriptions

Newer Technology, Inc. 5762 **WTC**
1117 S. Rock Rd., Ste. 4
Wichita, KS 67207

Newer Technology will be displaying their line of 16MHz to 50 MHz+ Accelerators for the Apple Macintosh SE, II, IIX and SE/30. All accelerators will be on sale during the show. Also on display will be Newer Technology's solid-state hard disk. This drive has a 0.2 millisecond access time and is available from 8MB to 4 Gigabytes in size. Newer Technology's complete line of 256K x 8, 1MB x 8 and 4MB x 8 SIMMs will be on sale during the show.

Please see our advertisement on page 35.

NewGen Systems Corp. 5157 **WTC**
17580 Newhope St.
Fountain Valley, CA 92708

NewGen manufactures two high performance, high resolution PostScript-compatible laser printers: the Turbo PS/400 and Turbo PS/300. The Turbo PS/400 has 400x400 resolution which may be upgraded to 800x400. The Turbo PS/300 has 300x300 resolution and may be upgraded to 600x300. Both provide full Apple LaserWriter IINT/NTX compatibility, additional emulations, and are perfect for Apple/IBM mixed environments. Both models use the field-proven CanonSX engine and run 3-15 times faster than other PostScript printers. These printers are targeted for desktop publishing, presentation graphics, CAD/CAM, and graphic arts applications.

Niles & Associates, Inc. 445 **BEC**
2200 Powell, Ste 765
Emeryville, CA 94608-1809

If you are a student, scholar or researcher, here are three innovative products that can make your life much easier: 1) EndNote - a reference database and bibliography maker. Automates the laborious tasks of keeping track of references and typing bibliographies. Creates Bibliographies automatically in Microsoft Word, MacWrite, WriteNow and WordPerfect. 2) End-Link - EndNote's link to online databases. 3) Grant Manager - an accounting and ordering system for grant recipients.

Nolo Press, Inc.
950 Parker St.
Berkeley, CA 94710

Nolo Press features FOR THE RECORD, a program to keep track of financial and personal records that you and your family may need both on a daily basis and in an emergency, and WILLMAKER, the program that enables you to write your own will and update it as needed without having to hire a lawyer. Nolo will also exhibit its line of self-help law books.

NoRad Corp.
1549 11th St.
Santa Monica, CA 90401

The NoRad Corporation manufactures a line of high-resolution radiation/glare Shields for Macintosh monitors, as well as 500+ PC, DTP and terminal monitors. The NoRad Shield protects computer operators from non-ionizing electromagnetic radiation that is emitted through the front of computer displays. The NoRad Shield also eliminates static electricity by being electrically grounded, while the light absorbing, black-matte surface stops ambient light from being reflected into the user's eyes, eliminating glare and reflections.

North Edge Software Corp. 5219 **WTC**
239 Western Ave.
Essex, MA 01929

Timeslips III is a time and expense tracking, professional billing and accounts receivable system. Designed for lawyers, consultants, graphic designers, and other service professionals who bill for their time, it can handle up to 250 timekeepers, 250 activities, 2,000 clients and 128 projects per client. It retails for \$299.95. A desk accessory, the timer module contains a software stopwatch to time activities. Time and expenses can also be batch entered. The total fee is automatically calculated and files updated. Numerous bill and management report formats can be created.

442 **BEC**

notis Corp.
1805 Severn Dr.
Salt Lake City, UT 84124

notis presents a new concept in application development. notis 89 is the first object oriented, event driven, user customizable development environment employing an icon based graphic interface. Development time is a fraction of that required by conventional programming. Stand-alone applications can be developed utilizing standard Macintosh menus, controls, windows, lists. Third party developers can define custom objects and/or functions and integrate them seamlessly into the development environment. In addition, extensive developer support is provided, with documentation, to maintain software standards. Compatible with Mac Plus and greater. 1.0 Mb required. Price: \$295.00.

Please see our advertisement on pages 27, 28 & 29.

NOVA International
435 N. 34th St.
Seattle, WA 98103

5637 **WTC**

Novell, Inc.
122 E. 1700 S.
Provo, UT 84606

1930 **BEC**

Novell, Inc. will demonstrate its NetWare for Macintosh which works in conjunction with SFT NetWare v2.15, Advanced NetWare v2.15, ELS NetWare Level II v2.15 or NetWare 386 to provide transparent support for Macintosh workstation on a NetWare network. NetWare for Macintosh is fully compliant with the AppleTalk Filing Protocol (AFP), giving it full support for the Macintosh operating system which allows users to operate completely in the native Macintosh environment. NetWare for Macintosh is included with each of the above mentioned NetWare operating systems.

Exhibitor Descriptions

Nuvotech 1730 **BEC**
2015 Bridgeway, Ste. 204
Sausalito, CA 94965

During MACWORLD Expo, Nuvotech is debuting TurboStar, the first ever automated managerial network hub. TurboStar is designed to work as the hub of a star configuration network running AppleTalk over twisted pair telephone wire. Its sophisticated network managerial software maximizes the diagnostic information available to network managers; TurboStar also features automatic network configuration and monitoring functions. TurboStar is the newest addition to Nuvotech's growing family of AppleTalk compatible networking products which include TurboNet, TurboNet ST and TurboBridge.

nVIEW Corp. 2054 **BEC**
11835 Canon Blvd.
Newport News, VA 23606

nVIEW Corp. will introduce their enhanced ViewFrame II+2 LCD Electronic Transparency. New enhancements improve the presentation for the MacII and Mac family. Other compatibility includes, PS/2- (DOS: CGA, EGA, VGA), VAX, VT-200&340, Atari ST and AT&T/Olivetti.

Odesta Corp. 5240 **WTC**
4084 Commercial Ave.
Northbrook, IL 60062

Odesta Corp. is featuring its Helix family of products including Double Helix version 3.0, a powerful information management system that enables a user, without technical skills, to create customized applications, quickly. Version 3.0 enhancements include macros, action buttons, and improved form design capabilities. Applications can be expanded and shared on Macintosh and VAX networks using MultiUser Helix and Helix VMX. Odesta will also showcase GeoQuery, mapping software for sales and marketing; Data Desk, data analysis and statistics software; and Odesta Document Management Systems.

Please see our advertisement on pages 60 & 61.

OHM Software Co. 451 **BEC**
163 Richard Dr.
Tiverton, RI 02878

OHM Software Company presents an enhanced version of FormsProgrammer which now provides custom printing from HyperCard. Using FormsProgrammer, build a custom form and embed it into a HyperCard stack. Assign the XCMD name to a button's script, or any HyperTalk routine to achieve custom printing from HyperCard. Also, KIERAN, interactive software for preschool children. KIERAN consists of eight learning games: Alphabet, Guess the Letter, Time Telling, Counting, Matching Shapes, Upper-Lower Case, Addition, and Mystery Door.

Olduvai Corp. 1706 **BEC**
7520 Red Rd., Ste. A
So. Miami, FL 33143

Olduvai introduces Plus (now shipping), the HyperCard compatible multimedia personal development toolkit that's everything you ever wanted HyperCard to be and more, as well as an exciting new version of our best-selling, highly rated Read It! O.C.R. for any scanner and Read It! O.C.R. Personal for hand-held scanners. A new version of our Multi-Clip multiple clipboard utility and our ClipShare network groupware software will also be demonstrated, along with ICON-IT!, FontShare, Art-Fonts and ArtClips. Stop by our booth and get Olduvai's free demonstration disk.

Opcode Systems, Inc. 1808 **BEC**
1024 Hamilton Ct.
Menlo Park, CA 94025

Music software and hardware for the Macintosh. Computer demo disks available. MIDI interfaces. Editor/Librarians, Vision Sequencer. Dealers welcome.

Oracle Corp. 1718 **BEC**
20 Davis Dr.
Belmont, CA 94002

Oracle Corp. is proud to present two premiere products, Oracle for Macintosh and Oracle for 4th Dimension. Both products bring the power of Oracle's world-class DBMS and networking technology to the desktop of your Macintosh. Simply put, Oracle has enhanced Apple's Macintosh and integrated it with Oracle's database and networking technology. Oracle for Macintosh gives you the ability to create Macintosh applications that give you direct access to your enterprise-wide information systems just by "pointing and clicking." Oracle for 4th Dimension integrates ACIUS's popular 4th Dimension with the Oracle Database and networking technologies and is designed to be used with Oracle for Macintosh.

Orange Micro 5745 **WTC**
1400 N. Lakeview Ave.
Anaheim, CA 92807

Orange Micro, Inc. is pleased to announce and exhibit their newest line of products for the Macintosh. Orange Micro's Video Digitizing Board lets customers run VCR, RGB camera, or camcorder video signals directly into a Macintosh window on an Apple RGB monitor. With the Orange Micro Grapplers, you can connect your Macintosh to the H.P. DeskJet Plus, LaserJet and Epson printers. The OrangePort makes its debut as a printer sharing device designed to increase the efficiency with Appletalk and TOPS networks, and makes possible the option of sharing plotters or modems. The MAC286 gives Macintosh II, IIx, and IIcx users the power of an IBM A.T. on the Macintosh desktop. The MAC86, with an 8086 processor included as standard, the MAC 86 can give users the power of an IBM XT at the Macintosh SE desktop.

Exhibitor Descriptions

Orange Solutions, Inc. 5860 **WTC**
5743 Corsa Avenue, #212
Westlake Village, CA 91362

Orange Solutions, Inc. will be displaying two new products. PhotoLab, a grayscale image enhancement package, features true 256-gray level display, a set of powerful filters, and a complete array of image-analysis tools. It is ideal for desktop publishing, industrial, medical, and scientific applications that can benefit from increased electronic image quality. They will also be showing a dual-mode high-resolution scanner able to scan both x-rays and reflective materials.

Pacer Software, Inc. 5613 **WTC**
1900 W. Park Dr. #280
Westborough, MA 01581

Pacer will be exhibiting several products designed to integrate the Macintosh into the VAX and UNIX environments. PacerLink, Pacer's core communication product, provides advanced multi-window terminal emulation, file transfer and virtual disk capabilities. PacerShare augments PacerLink and enables a VAX system to transparently function as an AppleShare compatible server for a Macintosh network.

Palomar Software 135 **BEC**
P.O. Box 120
Oceanside, CA 92054

The Macintosh printing experts, Palomar Software, will be demonstrating the latest in advanced Macintosh printing solutions for popular output devices. Palomar is introducing at MACWORLD Expo its new Chooser-level plotter driver, the first such driver to offer high-quality scalable outline fonts and background printing for leading presentation and large-format plotters. This is but the latest from the originator of the famous Macintosh "Color License" for Macintosh printing.

Panamax 5265 **WTC**
150 Mitchell Blvd.
San Rafael, CA 94903

Panamax will exhibit a complete line of voltage surge protectors with noise filters, brown out protectors, data and telephone line filters, and power back up systems. Panamax offers a lifetime warranty on their protectors, as well as the equipment plugged in. Panamax will repair or replace any equipment damaged due to a transient surge that was correctly connected to any Max® surge protector.

Para Systems, Inc. 1838 **BEC**
1455 LeMay
Carrollton, TX 75007

Para Systems, Inc. manufactures and markets a complete line of Uninterruptible Power Supplies of both stand by and on-line models. The models displayed will include the MM250, MM300SS, MM500, MM600SS, MM900SS, MM1200SS and the MM1600SS. All of the SS models feature synchronized sinewave output. All Minuteman products filter your AC power and provide brownout, blackout, and over voltage protection. Certain Minuteman products are UL approved and all units receive a one year warranty.

Paracomp 5024 **WTC**
123 Townsend St., Ste. 310
San Francisco, CA 94107

Paracomp, Inc. is a publisher and developer of high performance Macintosh software for the engineering, science and technical design fields. Swivel 3D 1.1 is the fastest, three-dimensional color drawing and modeling program for individuals involved in animation, desktop publishing, business presentations and product design. Milo is the first math processor that combines mathematical calculations with graphing and word-processing capabilities and is for all users of mathematics. ModelShop is a fast 3D surface modeler created specifically for architects, urban planners, set and exhibit designers.

Paragon Concepts, Inc. 649 **BEC**
990 Highland Dr., Ste. 312
Solana Beach, CA 92075

Paragon Concepts is proud to present version 2.0 of Nisus™, our amazing word processor. This upgrade adds footnotes, saving as Microsoft® Word files and extended keyboard capability to the standout features already in version 1.01. Original Nisus features include unlimited undos, 10 editable clipboards, instant table of contents and index, graphics tools, text wrap around graphics, flexible page preview, configurable preferences, definable key equivalents, the most powerful search and replace facility of any word processor, programmable macros, invisible markers, cross referencing, spelling check, thesaurus and many others. Nisus is color and MultiFinder® compatible. Come see a demonstration of Nisus and take a look at our other indispensable products (QUED, QUED/M, MacTAG, Tech-Fonts, MacQwerty) at the same time.

PCPC 5362 **WTC**
4710 Eisenhower Blvd.
Building A-4
Tampa, FL 33634

PCPC will debut Netstream, the network backup solution—the only product available for the Macintosh which permits unattended backup of every device on the Appletalk network. PCPC also provides storage solutions that start with the Jetstream tape backup system which archives 2.2 gigabytes of data at speeds up to 14.4 Mb/min. Also on display are the PCPC II/32-bit color graphic system: the PCPC II Trinitron monitor line, Shadowgraph black and white and grayscale monitors and CGC/2-8 bit graphic systems and board. The MacBottom series of external and internal hard disks and HFS Backup 3.0 will also be on display.

Please see our advertisement on page 143.



Which Apple will you pick?

Win your choice at Sun Remarketing's Macworld Expo Giveaway.

Which will it be? The choice seems obvious — but is it? The Macintosh-compatible Apple Lisa has the performance and all the capabilities of the Mac Plus, and comes with a 20MB hard drive, 800K floppy drive, and large 12-inch screen. The Mac Plus operates on one floppy disk drive and a 9-inch stock Macintosh screen. So which would you rather have? You decide, and enter to win at Sun Remarketing's Macworld Expo Booth (#5061 in the World Trade Center).

Giveaway Entry Form

Grand Prize: A large-screen Lisa with a 20MB hard drive, or a standard Macintosh Plus. **Daily Drawings:** Win an Apple SCSI Drive, a Fortis DM 1310 Printer, WordPerfect for the Macintosh, or a Smart One 2400-Baud Modem and MacNet Software.

☐ I want to win the Lisa. ☐ I want to win the Mac Plus.

Name _____ Company _____

Title _____

Address _____

State _____ Zip _____ Phone _____

Contest rules available at Sun Remarketing's Booth.

Enter at Macworld Expo Booth #5061, World Trade Center.



Our Macworld Expo specials are the pick of the crop.



Apple Lisa with 20MB Hard Drive.

At this price, there's no better time to get into a Macintosh-compatible Lisa, and get all of the features of a Macintosh, except its price tag. This Macworld Expo special package includes the Apple Lisa with a 20MB hard drive, 800K floppy drive, MacWorks Plus software, and screen modification.

As the only company authorized by Apple to sell and service their out-of-production equipment, we give you an

unsurpassed 30-day money-

back guarantee. If you're not completely satisfied, just return your Lisa for a full refund. Come in for a free Lisa demonstration and see how much computer you get at this special price. And if you can't visit our booth, call 1-800-821-3221, ext. 364 for more information.

Macworld Expo price

\$1,095

You save \$400

Other Specials:

Monterm 19" Color Monitor. A great price makes this a great addition to your Mac SE or Mac II. **\$2,995** Save \$2,095

SCSI Drive for Macintosh and Lisa. This gives Lisa and Mac users an economical way to upgrade their machines' capacity. **\$349** Save \$246

Fortis DM 1310 Printer. At a special show price, it's ideal for a Mac Plus, II, 512K, or a Lisa.

\$249 Save \$80

Sun 400K External Floppy Drive. Get this fully guaranteed drive at a price you won't find anywhere else. **\$49** Save \$10



Apple Tote Bag Giveaway.

Get Apple's sturdy, nylon tote bag (retailed by Apple for \$69) free with any \$15 minimum purchase. This bag is the perfect way to carry around everything you receive at Macworld Expo.



For these and other great specials, see us at Booth #5061 in the World Trade Center.

For those who are unable to visit our booth, these prices are effective through September 30, 1989 if you mention this ad. To place an order, or to receive a complete list of our Macworld Expo specials or a free Sun Remarketing Catalog, call 1-800-821-3221, ext. 364.

Exhibitor Descriptions

Perceptics Corp.
725 Pellissippi Pkwy.
Knoxville, TN 37933

449 **BEC**

Perceptics features scientific, quantitative image processing products for the Macintosh II. First, our NuVision™ is a hardware-based image processor. It grabs and displays monochrome and full-color (24-bit) video images up to 1024x1024 pixels. Its parallel DSP architecture processes images at near-video rates. Imaging software is provided, including source code. Second, our TCL-Image™ software-based package provides less expensive scientific image processing for those who don't require video-rate speeds.

Please see our advertisement on page 87.

Personal Bibliographic Software, Inc.
412 Longshore Dr.
Ann Arbor, MI 48105

5669 **WTC**

Personal Training Co.
828 S. Bascom Ave., Ste. #100
San Jose, CA 95128

5562 **WTC**

Personal Writer, Inc.
1801 Ave. of the Stars, Ste. 507
Los Angeles, CA 90067

1837 **BEC**

Pinnacle Micro, Inc.
15265 Alton Pkwy.
Irvine, CA 92677

514 **BEC**

REO-650 is the first and the fastest removable, erasable, optical storage system for Macintosh. REO-1300 first dual drive system 1.2 gigabytes. REO-16000 "Jukebox" - first erasable optical jukebox for Macintosh up to 16 gigabytes. OPTI-CACHE CARD Optical -Disk accelerator.

Pixelogic, Inc.
800 West Cummings Park
Suite 2900
Woburn, MA 01801

5558 **WTC**

The ProViz is a video digitizer that allows the capture of grayscale or color images from any video source: video camera, laser disk, VCR, or even television into your Macintosh Plus, SE, SE/30, and II family. The ProViz Color Video Converter will convert your NTSC Composite video source into an RGB signal for use with the ProViz Color Digitizer. HyperVision, a software product, allows the user to capture a high quality one bit image from almost any video source and incorporate that image directly into a HyperCard stack.

PLI
47800 Westinghouse Dr.
Fremont, CA 94539-7469

330 **BEC**

PLI is a supplier of storage subsystems and utility software. PLI's award winning Infinity 40 Turbo is a 45MB removable hard disk that may be used with either a Macintosh or IBM PC, and comes with DOS Transfer software that allows the Macintosh to read MS-DOS files. PLI is exhibiting the Turbo Floppy, a 1.4MB HFD that also reads MS-DOS files, and the new Infinity 600MB Optical drive.

Please see our advertisement on page 77.

PMC Telesystems, Inc.
P.O. Box 5127
Vancouver, BC
Canada V6B 4A9

1536 **BEC**

Rendezvous offers in "electronic format" all the features found in the most widely used manual system. With many unique features such as: Automatic Reminder, Forward and Backward Search capability and the Automatic Tasks Forwarding. Rendezvous is easy to use and sophisticatedly surpasses all manual systems in the market. Calendars and Diary Pages can be printed in a variety of formats. For easy reference, each package comes with an executive binder with 12-month dividers for filing your printouts.

Portfolio Systems, Inc.
156 Flushing Ave.
Brooklyn, NY 11205

5001 **WTC**

Portfolio Systems features DynoDex - The Instant Address Book™, a software and paper system that allows users of personal organizers (Filo-fax™, DayTimer™, etc.) to print their own double-sided address pages. Create a personal database of information, import addresses from other applications, and print pages that fit standard personal organizers. Our pre-perfed, pre-punched DynoDex papers fit any sheet-fed printer and easily convert to loose-leaf personal-organizer pages. DynoDex includes software, custom paper, divider tabs, and binder.

Power Up Software Corp.
2929 Campus Dr.
San Mateo, CA 94403

647 **BEC**

Power Up Software Corporation will display and demonstrate three productivity software products for Macintosh computers: Fast Forms, a powerful yet inexpensive (\$150) solution for creating, filling, and printing a variety of professional-looking business forms; Calendar Creator, the easy way to keep virtually any calendar—daily to yearly—neat and up-to-the-minute; and HyperTutor, an interactive tutorial disk that teaches the HyperTalk scripting language of HyperCard. Free product drawings each day.

Pre-Owned Electronics, Inc.
30 Clematis Ave.
Waltham, MA 02154

1806 **BEC**

Exhibitor Descriptions

Prescience Corp.
814 Castro St.
San Francisco, CA 94114

342 **BEC**

PreScience Corporation (formerly Allan Bonadio Associates) develops intuitive tools for mathematics. Expressionist is the leading equation editor for desktop publishing. Theorist is the first interactive symbolic algebra program with a true Macintosh user interface, and allows direct manipulation of equations and graphs with only 1 MB of RAM. You can find numerical, symbolic, and graphical results to algebraically defined problems in an easy, natural manner. Integration, differentiation, trigonometry, matrix algebra, hyperbolic functions, much more!

Presentation Technologies
743 N. Pastoria Ave.
Sunnyvale, CA 94086

5139 **WTC**

Presentation Technologies will feature the Montage™ FR1 Film Recorder and the TC1™-Color Transparency Camera, the ultimate desktop presentation system for 35mm slides and Instant Full-Color Overheads featuring: imaging speed, service bureau quality, (4000 line resolution) graphics flexibility, hardware/software compatibility works with Mac and IBM PC/Compatibles. The Montage FR1 features High Definition Digital Imaging™ circuitry for unparalleled presentation quality, ease-of-use, offering full control for presenters and far lower presentation costs.

Prism Technologies, Inc. 151 **BEC**
151 Applegrove St.
Sudbury, Ontario
Canada P3C 1N2

Prism Technologies Inc. will introduce HyperSource Micro™, an interactive training forum for the Macintosh computer. The first in a series of modules will feature interactive training modules for Aldus PageMaker 3.01, a Macintosh product showcase, and an interactive forum on Mass Storage. Future modules will be released every six months and will feature interactive training on modules such as Word 4.0, and FileMaker II. Future interactive forums will feature topical areas such as Desktop Presentations, and Mac to DOS connectivity. Enter the realm of desktop learning!!!

Pro Plus Software, Inc. 5466 **WTC**
2150 E. Brown Rd.
Mesa, AZ 85213

"The Leader in Financial Software" will be showing its powerful Wall Street Investor, version 3.01. Fully integrated with Multi-account Portfolio Management, Technical Analysis, Fundamental Analysis and now On-Line Trading with Fidelity Investor's Express. Desktop Trading is now a reality! Also introducing: Pro Plus Accounting, version 1.0. Powerful, integrated and affordable. General Ledger, Accounts Receivable, Accounts Payable and Inventory. Powerful enough for professional use but easy enough for small to medium-sized businesses.

Procom Technology, Inc.
200 McCormick Ave.
Costa Mesa, CA 92626

5770 **WTC**

Procom Technology will exhibit its four new families of high performance storage products for Apple's entire Macintosh line. On display will be the HiPerformance Series of internal hard drives ranging from capacities of 20 up to 650 Mbytes; the HiPerformance Series of external hard drives in capacities from 20 to 200 Mbytes; the 60 and 150 Mbyte versions of the HiPerformance Tape Drive and the 40 Mbyte HiPerformance Removable Cartridge Drive.

Prometheus Products, Inc.
7225 SW Bonita Rd.
Tigard, OR 97223

401 **BEC**

Prometheus will be showing their new internal modems for the Macintosh SE, SE/30, II, IIx and IIcx. These modems are 300/1200/2400 baud, fully AT command compatible, include software and have the ability to add MNP for error correction and data compression. A new 9600 baud, V.32 compliant, MNP, external modem will be shown as well. MacKNOWLEDGE, a new communications program from Prometheus will be demonstrated. Its icon based interface makes data communications easier than ever before.

ProVUE Development 168 **BEC**
15180 Transistor Ln.
Huntington Beach, CA 92649

Panorama is the first database that combines the speed and simplicity of a spreadsheet with powerful forms capabilities. Panorama's extensive palette of graphic tools includes everything you'd expect in a complete drawing package, as well as exciting new graphic features like Flash Art and cluster resize. Panorama can import, sort, select, categorize, or calculate thousands of records in seconds, and it can automatically create an outline from your data. Like its predecessor OverVUE, Panorama also includes clairvoyance™, charts, and macros.

Publish Magazine
501 Second St.
San Francisco, CA 94107

1911 **BEC**

QMS
One Magnum Pass
Mobile, AL 36618

660 **BEC**

QMS® offers a broad line of PostScript® language printers and enhancements for electronic publishing, presentation graphics and graphic design. QMS ColorScript™ 100 printers provide high-quality, full-color output, plus features such as PANTONE® Color matching and ledger-size output support. The QMS-PS® printer line combines fast processing technology with proven print engines to produce crisp monochrome output. QMS-PS printers offer a variety of paper handling options as well as networking capabilities.

And the newest award...*Macworld* magazine's 1989 World Class winner in CAD!

VersaCAD On The Macintosh— A Winning Performance

VersaCAD/Macintosh Edition — Under \$2000

2D drafting ■ 3D visualization ■ CAD translators ■ HyperCard bill of materials, database, parametric design, etc.

VersaCAD Drafter — Under \$1000

Full production drafting capabilities



"Provides one of the most important qualities in any design and engineering operation: versatility" — MacWeek

"The standard of comparison for Macintosh CAD programs... the clear leader" — Architecture

"Software powerful enough to really push the limits of the hardware it runs on" — PC Week

"1988 Product of the Year" — Infoworld

"Best 2D, Best Mechanical CAD" — National Computer Graphics Shootout

"1989 Editor's Choice for Best New CAD/CAM Package" — MacUser

"A full featured drafting tool that is well suited for a broad range of applications" — Byte

Prime

Versacad Corporation, 2124 Main Street, Huntington Beach, CA 92648. (714) 960-7720. See VersaCAD at Macworld Booth #514

Exhibitor Descriptions

Quantum Access, Inc. 157 **BEC**
1700 W. Loop So., Ste. 1460
Houston, TX 77027

ClubMac™ Public Access CD-ROM product contains over 570 megabytes of Macintosh software. In addition to vast amounts of public domain and shareware files, the disc contains the latest system software (version 6.03), plus HyperCard 1.2.2 and a set of "MacStarter Kits" designed by Doug Rudman of Dallas Apple Corp. This disc also offers help with titles such as Getting Started, Top 40 Fonts, and Games and Communications. New file sections include DeskTop Publishing, Laser Tools and Mac II.

Please see our advertisement on page 55.

Quark, Inc. 1744 **BEC**
300 S. Jackson, Ste. 100
Denver, CO 80209

Qume Corporation 1906 **BEC**
500 Yosemite Dr.
Milpitas, CA 95035

Qume Corporation is exhibiting its CrystalPrint Publisher, a PostScript language-compatible page printer which rivals the LaserWriter IINTX in speed and performance but is priced lower than the IINT. The winner of MacUser Magazine's Eddy Award as the year's "Best New Output Device" for the Macintosh market, the Crystal-Print Publisher is list priced at \$4,499. Qume is also showing its ScriptTEN page printer and full line of PostScript downloadable soft fonts.

Radius Inc. 5304 **WTC**
1710 Fortune Dr.
San Jose, CA 95131

Radius Inc. manufactures high performance graphics products that provide quality solutions for designers, publishers, engineers and architects who work with Macintosh computers. At MACWORLD Expo in Boston, Radius features a powerful line of graphics tools for the Macintosh II line including 8, 16, and 24 bit color display systems, the Radius Gray Scale Display System, Two Page Display System and the Full Page Display. Radius also features large displays and accelerators for the Macintosh Plus and the Macintosh SE line.

RasterOps Corp. 5224 **WTC**
2500 Walsh Ave.
Santa Clara, CA 95051

RasterOps is the leading manufacturer of high quality graphics display cards and monitors. Our product family includes the ColorBoard 264, 232, and 224, which are state of the art True Color display boards fully supporting Apple's 32-bit Quick Draw. Our latest 32-bit Quick Draw product, the ColorBoard 264, is revolutionizing the 24-bit color market because its low price puts True Color capabilities in every user's reach. Our ColorBoard 108+ features innovations for support of 8-bit graphics as well as special option features such as hardware pan and zoom and an extended desktop. Our monochrome product line features the ClearVue/II, a power performance multi-page display solution for the Macintosh II family, and the ClearVue/SE, which transforms your Macintosh SE into a lightning fast work station.

Relax Technology, Inc. 5237 **WTC**
3101 Whipple Rd., #22
Union City, CA 94587

Relax Technology manufactures high performance mass storage subsystems, expansion systems, and video products for the Macintosh family. Latest releases include the Erasable Optical Plus, which is a 600 meg. removable optical cartridge drive, and the View II high resolution color graphics board. Relax's internal and the external offerings accommodate the SE, SE-30, Mac II, IICx. All of our Hard Plus external series boast a power center and surge and spike protection. Systems range from 20MB to 4.5 Gigabytes. Relax's M.O. is to be the most reliable, service-oriented company in the current marketplace.

RELISYS 1500 **BEC**
320 S. Milpitas Blvd.
Milpitas, CA 95035

Relisys, a subsidiary of TECO Electric & Machinery Co., Ltd. of Taiwan, offers quality peripheral products for micro-computers. Monitors include: 14" & 15" monochrome and color monitors, including EGA/CGA, Multiscan, VGA, PS/2, and Macintosh models. Also offered is a stand-alone facsimile, which can be connected to a Macintosh or a PC. The company backs each product with its extended warranty. All products are available through distribution channels, or OEM, as Relisys or private-label branded products.

Retix 5761 **WTC**
2644 30th St.
Santa Monica, CA 90405-3009

RetixMail is an electronic messaging system which allows Macintosh and IBM PC users on LANs to exchange messages with local and remote users on mainframes, minicomputers or PC systems. Based on the international X.400 messaging standard, RetixMail offers local and remote communications over X.25 lines.



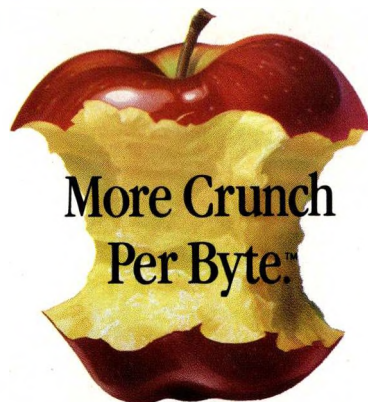
The Future Of Erasable Optical Storage Is Being Rewritten At Booth #526.

And It Looks, Feels And Performs Like A Winchester.

Storage Dimensions' new LaserStor™ Erasable is the only optical storage subsystem for the Mac® offering true Winchester performance.

It features Maxtor Corporation's leading edge Tahiti™ I drive, the fastest and highest capacity 5¼-inch erasable optical disk drive in the world.

With up to 1 gigabyte of capacity per removable cartridge, there's more than enough storage for data-intensive applications like video imaging, image processing, desktop publishing and backup.



More Crunch
Per Byte.™



STORAGE DIMENSIONS
A MAXTOR COMPANY

Seeing Is Believing.

For an eye-opening look at the future of erasable optical storage, take a peek into Booth #526 today. You'll like what you see.

Capacity Per Cartridge:	650 MB (ANSI Standard) 1 GB (Non-ANSI Format) (Unformatted)
Seek Time:	35 msec (average)
Transfer Rate:	10 Mbits/sec (average)

More in Store.™

Storage Dimensions
2145 Hamilton Avenue, San Jose, CA 95125.
Telephone: (408) 879-0300.

LaserStor is a trademark of Storage Dimensions. Tahiti is a trademark of Maxtor Corporation. © 1989 Storage Dimensions.

Exhibitor Descriptions

Ricoh Corp.

3001 Orchard Pkwy.
San Jose, CA 95134

Ricoh Corp. will be showing their PC LASER 6000/PS, a 6 ppm PostScript Laser Printer as well as previewing their RS328 Scanner, a 256 gray scale scanner designed for use with several Image and OCR software packages.

Rodime Systems

851 Broken Sound Pkwy. NW
Boca Raton, FL 33487

Rodime Systems is demonstrating the new series of 3.5" Cobra hard disk drives for the Macintosh in capacities of 45MB, 70MB, 100MB and 215MB, with access times of 18 milliseconds, 16K of look-ahead caching buffer and a disk transfer rate ranging up to 12 megabits/second. Also on display are the RX Series of Internal Hard Drives and the PLUS Series of External Hard Drives in capacities of 20MB, 40MB, 60MB, 100MB, and 140MB with average access times as low as 28ms.

SBT Corp.

One Harbor Dr.
Sausalito, CA 94965

See the most widely used accounting software—SBT's Database Accounting Library. Powerful, complete, these single/multi-user programs can stand alone or integrate together, and are available with source code for unlimited customization. SBT highlights Mac/Series Six Plus, its new series of accounting software written in FoxBASE+/Mac. Find out about the more than 300 vertical applications based on SBT software, and nationwide training seminars that will help you expand your business.

1624 BEC**Schlumberger
CAD/CAM**

4251 Plymouth Rd.
Ann Arbor, MI 48106

Schlumberger CAD/CAM announces two new MacBRAVO! products for facilities and electronics designers. MacBRAVO! FACILITIES offers workstation class functions on the Macintosh for design, layout and management of facilities. MacBRAVO! ELECTRONICS DESIGNER is optimized for desktop electronics engineering, the only Macintosh product providing graphic interfaces to electronic simulation packages and workstation class schematics capture. Also featured will be MacBRAVO! MODELER for 3D wireframe and surface modeling and DETAILER, 2D design and drafting of 3D models with associativity.

2062 BEC**Scholarly Technologies**

116 Morse Ave.
Brockton, MA 02401

High performance MAC based systems. Configurations for educational, corporate, and engineering markets requiring faster and more capable systems. Integrated systems for Video Capture, Video Manipulation and output. Featuring products from: 68000 Inc., RasterOps, Truvel, SiClone, Pinnacle, PLI, SCI/Datashield, Personal Writer, American Liquid Light, and more.

5862 WTC**Scion Corp.**

3 North Main St.
Walkersville, MD 21793

Scion is displaying its Real Time Video Capture and display board (1/30th of a second) for the Macintosh II series. Using up to four NTSC or PAL video devices, it provides real time cropping and display, frame averaging for noise reduction and other special image capture features in 256 levels of gray. The board also provides 24 bit color in TIFF format and optimized 8 bit color in PICT or TIFF format.

5666 WTC**Second Wave, Inc.**

9430 Research Blvd., Echelon II,
Ste. 260
Austin, TX 78759-6541

Second Wave manufactures expansion chassis for the entire line of Macintosh computers, from the MacPlus to the IIfx. Each ExpanSE™ chassis includes an interface card, cable assembly, and the chassis itself with a power supply, fan, and 4-slot or 8-slot capability. The Plus and SE chassis hold four SE option cards. The SE/30 chassis gives the Macintosh SE/30 the capability to use Mac II NuBus option boards, and comes in 4 and 8-slot versions. The II, IIfx, and IIfx chassis contain 4 or 8 NuBus slots. The chassis range in price from \$795 to \$2295.

1318 BEC**Seiko Instruments
USA, Inc.**

1130 Ringwood Ct.
San Jose, CA 95131

Seiko Instruments will display the CH-5500 color printers and the company's new Macintosh driver. The new Mac interface is a chooser level driver which allows full color output of Quick Draw data and uses high quality outline fonts. The new interface includes a SCSI to Centronics adaptor which allows the Seiko color printers to be attached directly to the Mac SCSI port. The CH-5500 series color printers produce 300 dpi color output on plain paper or transparency film in A (8 1/2" x 11") or A/B (11" x 17") size formats.

5767 WTC**Select Micro
Systems, Inc.**

40 Triangle Ctr., Ste. 211
Yorktown Hgts, NY 10598

Select Micro Systems, Inc. (SMS), specializes in the development of Macintosh business software. The applications developed by SMS are used in the general business and marketing management areas, as well as by many government agencies and universities. Products being exhibited include: MapMaker™-NEW VERSION 4.0 of the best-selling Business Map Making System with dozens of advanced new features, Exstatix™—The unique Expandable Statistical Analysis System and FlowMaster™—Professional Advertising Media Flowcharting System.

447 BEC

Exhibitor Descriptions

Shana Corp.**323** **BEC**

Adv. Tech. Ctre., #105,
9650-20 Ave.
Edmonton, Alberta
Canada T6N 1G1

Informed is for professional forms design and management. Informed Designer creates forms from scanned images or specialized drawing tools. Spacing in in. cm. pica or points. Alignment with guide lines, constructions lines, and distributions commands. With resolution of 1/1000th in. Informed Manager allows error free data entry. With features like auto lookup, calculations with logical functions and formatting. The ability to search, sort, edit, and reprint any form is quick and simple. Information can be exported and/or printed onto blank and pre-printed forms.

Sharp Electronics**436** **BEC**

Sharp Plaza
P.O. Box D
Mahwah, NJ 07430

Shiva Corp.**1211** **BEC**

155 Second St.
Cambridge, MA 02141

Shiva products increase the functionality of your AppleTalk network. Use Shiva's NetSerial to share a printer, plotter, or any other serial device over AppleTalk. Or dial into a network from a remote Mac or PC through Shiva's NetModem. Shiva's NetBridge maintains the performance of your AppleTalk network as it expands beyond the normal size limits. And Shiva's TeleBridge lets you connect remote networks so you can share information with someone who's thousands of miles away as easily as you do with the person in the next office.

Sigma Designs, Inc.**5604** **WTC**

46501 Landing Pkwy.
Fremont, CA 94538

PageView features multiple display modes on a 15" portrait monitor. SilverView is the family of monochrome/gray scale display systems featuring 1152x870 resolution and 2, 16, or 256 displayable gray shades on a 21" monitor. ColorMAX Trinitron is a color display for the Mac II offering 1024x768 resolution on a Sony Trinitron 19" monitor. L-View is the 19" ultrahigh 1664x1200 resolution monochrome/gray scale system.

SilverPlatter Information, Inc.**450** **BEC**

37 Walnut St.
Wellesley Hills, MA 02181

SilverPlatter's library of CD-ROM products spans many areas of interest, including medicine, health and safety, education, social sciences, agriculture, and business and technology. With MacSPIRS, SilverPlatter's CD-ROM search software, even novice users can conduct effective searches in simple steps, while more experienced users have the power to compose complex searches. MacSPIRS search software will be available Fall 1989 and is free with an annual subscription to any SilverPlatter database. Call 1-800-343-0064 for more information.

Smack-a-Mac!**1635** **BEC**

1706 Linbrook Dr.
San Diego, CA 92111

Smack-a-Mac! is an entire family of products that help make computers more fun . . . computer toys, humorous posters, and at last, dust covers in a wide variety of imaginative designs and colors. Come see Smack-a-Mac!, the hottest new product of the year. Our "Go ahead . . . Mac my day!" poster is a must for Mac lovers. Special pricing available for dealers and distributors.

Softdisk, Inc.**630** **BEC**

606 Common St.
Shreveport, LA 71101

SoftView, Inc.**5004** **WTC**

4820 Adohr Ln., Ste. F
Camarillo, CA 93010

TAX PRODUCTS: SoftView offers tax programs tailored to the needs of professional and personal tax preparers, including 1040, 1065, 1120 and 1120S tax preparation programs. Client organizers, tax planning, electronic support and electronic distribution are available for professional preparers.

FORMS PRODUCTS: SoftView's forms products provide an easy way to design customized forms for your business. Business FormSet completes and prints more than 74 common business forms, customized with your company's name, address and logo.

Software Ventures Corp.**1500** **BEC**

2907 Claremont Ave., Ste. 220
Berkeley, CA 94705

Software Ventures presents a "stunning" new version of its popular MicroPhone II telecommunications program. Version 3.0 has the power and flexibility to allow users to build friendly interfaces to suit their particular communications needs. Applications include e-mail, retrieval of news and data from information services, on-line research, international telex, communications with bulletin boards, and teleconferencing. The new version features ZMODEM file transfer protocol, on-screen color icons, support for color and sound, transmission of European character sets, password protection, buffered keyboard, arrays and file manipulation in scripting, and support for XCMDs and XFCNs. The software emulates TTY, VT52, and VT100/102 terminals in ANSI color. File transfer protocols include macTerminal 1.1, ASCII, XMODEM, YMODEM, YMODEM-G, ZMODEM and Kermit. MicroPhone II supports the MacBinary format and batch file transfers in all applicable modes.

Exhibitor Descriptions

Solutions International 409 **BEC**
30 Commerce St.
Williston, VT 05495

Solutions International specializes in state of the art graphic and communications utilities. We offer practical tools that help people use the other software they own more creatively and efficiently. Solutions International's products include SuperGlue™ II, SmartScrap & The Clipper™ version 2.0, The Curator™ and BackFAX™. SuperGlue II provides a "print to disk" facility for the Mac. SmartScrap & The Clipper are used to store and scale graphics. The Curator is a professional graphics management tool. BackFAX is software for the AppleFax™ modem.

Somak Software, Inc. 609 **BEC**
535 Encinitas Blvd., Ste. 113
Encinitas, CA 92024

Somak Software has brought a fresh new approach to the distribution of shareware software for Macintosh. Our disks contain only the highest quality software available, and are certifiably virus-free. When you purchase a disk from Somak, you'll know you're receiving the best software available at reasonable prices. Stop by for a copy of our new catalog and see demos of the latest and greatest software and Mac accessories at special expo prices.

Sopris Softworks 5664 **WTC**
3501 S. Grand Ave.
Glenwood Springs, CO 81602

Custom fit Rip stop nylon dust covers and computer travel cases. Covers are anti-static and machine washable. Travel cases feature Cordura Plus, external accessory pockets and 3/4" of foam padding. An assortment of disc carriers are also available.

Spectrum HoloByte 5804 **WTC**
2061 Challenger Dr.
Alameda, CA 94501

Springboard Software, Inc. 1207 **BEC**
7808 Creekridge Cir.
Minneapolis, MN 55435

See Springboard Publisher™ - Mac DTP under \$200. It's the first complete Mac DTP program for people who want to become desktop publishers easily and affordably. Also see Top-Honors™, a laser certificate program. Take a break with HiddenAgenda™, a realistic simulation of Central American politics.

SPSS, Inc. 616 **BEC**
444 N. Michigan Ave.
Chicago, IL 60611

SPSS for the Macintosh is the Macintosh version of the leading data analysis and statistical software package available from SPSS Inc. SPSS for the Macintosh offers extensive data definition and management facilities, a customizable report writer, plotting functions, and a range of statistical procedures suited for a variety of applications. Additional options provide advanced statistical analyses, presentation- and publication-quality tables, and time series analysis and forecasting procedures.

Star Software, Inc. 913 **BEC**
229 Live Oaks Blvd.
Casselberry, FL 32707

Storage Dimensions 526 **BEC**
2145 Hamilton Ave.
San Jose, CA 95125

Storage Dimensions is introducing its new erasable optical drive, LaserStor™ Erasable. The new subsystem features a 35 ms. average seek time, 10Mbit/sec. data transfer rate, and up to 1 gigabyte of storage. The company is also exhibiting its entire MacinStor™ family of high-capacity internal and external subsystems, and LaserStor™ optical WORM subsystems. MacinStor subsystems offer from 45 MB to 1.2 GB and include comprehensive disk management software. LaserStor subsystems offer 732 MB (formatted) of removable, write-once optical storage.

Please see our advertisement on page 103.

Strata, Inc. 5758 **WTC**
249 E. Tabernacle, Ste. 201
St. George, UT 84770

StrataVision™ 3D, Computer Aided Visualization for the Macintosh. Create and render photo-realistic three-dimensional scenes using Apple's new 32-bit color Quick Draw. Use StrataVision 3D's object-creation tools or import objects from StrataVision libraries and other formats including Super 3D, DXF, and IGES. Lathe and extrude imported two-dimensional images. Apply patterns, textures, transparency, reflectivity, and refraction attributes. Add unlimited light sources of varying type, color, intensity, and direction. Render scenes in background, and save in various formats.

Strategic Studies Grp. (Apple Australia) 131 **BEC**
P.O. Box 261
Drummoyne, Sydney
Australia 2047, NSW

Introducing "Halls of Montezuma" - a battle history of the U.S. Marine Corps. recreating the battles of Mexico City, Bellauwood, Iwo Jima, Okinawa, Pusan, Inchon and Hue. Features include a completely new user interface allowing you total control; the WarPaint editor lets you customise all game and terrain icons utilising full Macintosh colour spectrum. This game is MultiFinder friendly. Coming soon: Decisive battles of the American Civil War.

Please see our advertisement on page 69.

Strawberry Tree Computers 5546 **WTC**
160 S. Wolfe Rd.
Sunnyvale, CA 94086

Summagraphics Corp. 5552 **WTC**
60 Silvermine Rd.
Seymour, CT 06483

Summagraphics will be displaying its full line of graphics tablets ranging from 12" x 12" to 42" x 60" for the Mac II and SE. The tablets will be demonstrated in a variety of applications including CAD/CAM, presentation graphics and desktop publishing.

Exhibitor Descriptions

Sumo Systems 2120 **BEC**
1580 Old Oakland Rd., #C103
San Jose, CA 95131

Sumo Systems is exhibiting its 600mb Rewritable Optical Subsystem, Model #RSSM600A/B. Sumo Systems' RSSM600 Subsystems consist of subsystem enclosure, drive, cables, complete software package, and documentation. Sumo Systems is now prepared to meet customers on-line large file storage requirements.

Sun Microsystems, TOPS 5252 **WTC**
950 Marina Vill. Pkwy.
Alameda, CA 94501

The TOPS Division of Sun Microsystems will be displaying its entire line of local area networking products that provide transparent connectivity and electronic messaging between Macintoshes, IBM PCs and compatibles, and UNIX computers. TOPS networks can be configured as either distributed or centralized server networks, providing users with an easy to use and inexpensive method of sharing peripherals, sending or receiving files, and spooling documents. Also on display will be InBox, an electronic messaging product.

Sun Remarketing 5061 **WTC**
P.O. Box 4059
Logan, UT 84321

From the Lisa (Mac+ compatible) to the Mac II, Sun Remarketing is the used/discontinued Apple specialist. All Sun Remarketing hardware, software and peripherals come with a 90 day warranty/30 day money-back guaranty. Stop in and put the Lisa through her paces by testing your Macintosh software on the Mac+ -compatible-Lisa system. Sun Remarketing's Lisa SCSI add on, memory upgrades and Macworks Plus (Mac+ emulation software) are also on display. Dealers can take advantage of Sun's used computer trade in program.

Please see our advertisement on pages 97 & 98.

Supermac Technology 5152 **WTC**
485 Potrero Ave.
Sunnyvale, CA 94086

SuperMac Technology, of Sunnyvale, CA, is an Advanced Graphic Subsystems company which develops, manufactures and markets color, grayscale and monochrome graphics subsystems which today include displays, graphics cards, software and application support products. These graphics subsystems extend the capability of Macintosh personal computers into new vertical markets and their application in the traditional office automation and business markets.

Survivor Software, Ltd. 610 **BEC**
11222 La Cienega Blvd., S. 450
Inglewood, CA 90304

Symantec 5104 **WTC**
10201 Torre Ave.
Cupertino, CA 95014

Symantec is a leading software company which provides award winning application and system software products for Apple Macintosh and IBM PC computer users. At MACWORLD Expo, Symantec will be demonstrating business productivity and presentation software such as MORE II, development tools such as THINK C and THINK Pascal, and utility products such as Symantec Utilities for Macintosh (SUM), and Symantec AntiVirus for Macintosh (SAM). Founded in 1982, Symantec is headquartered in Cupertino, CA.

Please see our advertisement on page 109.

Symmetry Corp. 5233 **WTC**
761 E. University Dr.
Mesa, AZ 85203

KeyPlan, the new business tool for project planning/management, will be demonstrated in the Symmetry booth. KeyPlan is fast and flexible, with an integrated outliner, internal graphing, easy customization in all views. Outlining, network graphing and bar plans are all dynamically integrated. Symmetry will also be featuring Acta Advantage, the outliner DA/application; HyperDA, the stack-browsing desk accessory and PictureBase, the art management program.

Please see our advertisement on the inside of the front cover.

SYNEX 2052 **BEC**
692 10th St.
Brooklyn, NY 11215

SYNEX, publishers of Macintosh software, introduces indispensable products for your home or office: MacEnvelope™ 4.1, an envelope/label printing program with postal bar coding; MacPhonebook™ manages names and numbers the easy way printing phone books in three convenient sizes; MacInvoice™ minimizes the tedium of invoicing while cutting your work in half; Announcing MacEnvelope Plus™ with 100,000 address list capacity for the bulk mailer.

Please see our advertisement on page 2.

SYSTAT, Inc. 5052 **WTC**
1800 Sherman Ave.
Evanston, IL 60201

SYSTAT, Inc. offers statistical and graphics software for scientific, education, and business applications: MYSTAT is an instructional version of Systat. FASTAT, an intermediate level package offering statistics and two-and three-dimensional color graphics in an easy-to-use, easy-to-learn package, is an ideal business and educational tool. SYSTAT is the most powerful statistical and graphics program on the Macintosh, providing univariate and multivariate statistical procedures, plus the sophisticated graphics of SYGRAPH.

Exhibitor Descriptions

T/Maker Company

1390 Villa St.
Mountain View, CA 94041

1522 **BEC**

Since 1979, T/Maker company has been developing and publishing quality software for the personal computer market. WriteNow 2.0, with features such as mail merge, a 100,000 word dictionary, multiple columns, and outstanding page layout compatibility, has become the performance standard in Macintosh word processing. T/Maker's ClickArt® Series contains image portfolios, fonts and graphics software for both the Macintosh and the IBM PC. T/Maker is excited to announce EPS Business Symbols and EPS Animals and Nature, two new PostScript™ image portfolios of extremely high quality.

TechAlliance, a computer cooperative

290 SW 43rd St.
Renton, WA 98055

5062 **WTC**

TechAlliance, a computer cooperative, provides high quality technical magazines, developer services, books, and software at developer prices. MacTech Quarterly, a TechAlliance publication, zeroes in on the interests of professional and semi-professional Macintosh programmers, with in-depth columns and articles that run the gamut from application and language programming to HyperTalk scripting and Excel macro writing, as well as features about technology, people, and issues critical to the computer industry.

TechGnosis, Inc.

621 NW 53rd St.
Boca Raton, FL 33487

141 **BEC**

TechGnosis, Inc. will demonstrate the advantages of SequeLink version 2.0, an enhanced set of software modules that permits seamless, cooperative processing between the Macintosh and network host environments such as SQL database systems from DEC, Ingress, Oracle, and others. Version 2.0 has no-wait calls that allows simultaneous client and server processing. And, cursor caching—a method to permit a number of once-opened connections to remain open—yielding serious performance benefits.

Tecmar

6225 Cochran Rd.
Solon, OH 44139

5633 **WTC**

Come to booth 5633 to see the newest member of Tecmar's high performance, high capacity tape backup and archiving systems. (And boy do we mean HIGH!) Introducing, THS-2200, the brand new Tecmar 8mm Helical Scan drive that stores over 2.2 gigabytes of data on inexpensive 8mm cartridges. That's the equivalent of almost 2700 double sided Macintosh floppies in the palm of your hand! And for those of you with more down-to-earth capacity requirements, the Tecmar QT-Mac™ family of tape systems also includes 40, 80 and 150 MB units that utilize the widely used 1/4" data cartridges in DC600 and DC2000 formats. All of the drives will be demonstrated running Tecmar's QTBackup™ V2.0 backup software in stand-alone and network (AppleShare™ and Tops™) applications. (P.S. - If you've never seen what 2700 floppies look like, drop by the booth and we'll show you!)

Tektronix, Inc

Wilsonville Industrial Park
P.O. Box 1000
Wilsonville, OR 97070-1000

706 **BEC**

Introducing three new printing solutions for Macintosh systems. The ColorQuick Ink Jet Printer is a full color printer designed specifically for the Macintosh, featuring plain paper printing on letter and tabloid size paper. The Phaser CPS Color PrintStation and Phaser LPS Laser PrintStation are PostScript compatible printing systems with Appletalk connect and local spooling. The 4693DX Color Image Printer features an enhanced Quick-Draw based driver with full 24 bit color support.

Texas Instruments, Inc. 1942 **BEC**

12501 Research Blvd. M/S 2111
Austin, TX 78759

The microExplorer is the first system that integrates the features of the Macintosh II, a popular Personal Workstation, with symbolic processing features previously found only in dedicated systems costing many times more. The microExplorer system allows knowledge-based applications to be developed and delivered to end users at a price not previously possible. In addition, the system is available with the same development software that is available on the more powerful Explorer II AI workstations. Several Third Party applications and Expert Systems Shells will be shown.

Toshiba America Information Systems, Inc. Computer Systems Div. 5405 **WTC**

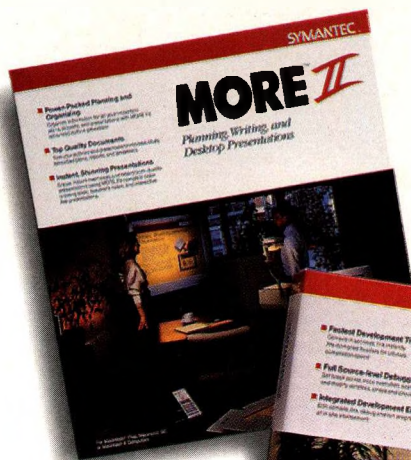
9740 Irvine Blvd.
Irvine, CA 92718

Toshiba America's Computer Systems Division will demonstrate its new Macintosh driver for Toshiba 24 pin dot-matrix printers. The driver supports object oriented graphics and bitmapped fonts, comes with scaleable outline fonts and features 360x360 resolution. Both black and color printing are supported.

Total Systems 549 **BEC**

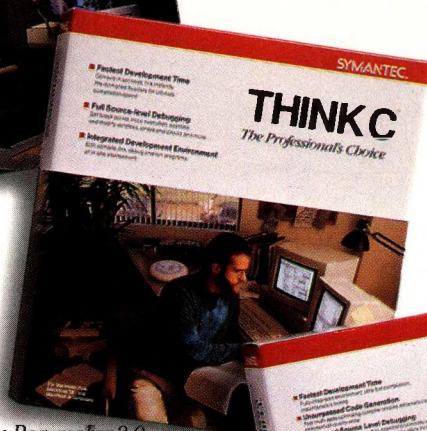
99 W. 10th Ave., Ste. 333
Eugene, OR 97401

On show, our full line of accelerators for the Macintosh. These cards range in processing power up to 33MHz. For 128K, 512K, Plus and SE, the GEMINI020/030, with choice of 16, 20 or 25MHz 68020 or 68030 processors, built-in high speed SCSI, compatibility with E-Machines and Megagraphics screens, 68882 and RAM expansion options. For the Plus or SE: the MERCURY Series, with choice of 16MHz 68020 or 68030, an entry level accelerator card. For the Macintosh II and Ix: the Voyager 3033, a 33MHz 68030 accelerator, with 33MHz 68882 option 64K Burst Mode Cache, 200-400% faster than stock Mac II.

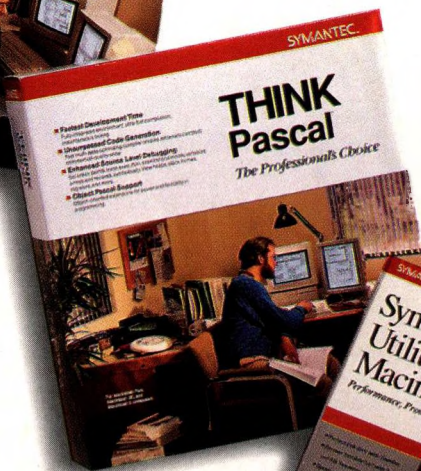


MORE II: Advanced business productivity tool based on outlining. Perfect for organizing, planning, refining and presenting your ideas. Awards: Five Mice rating, MacUser, 89; Macworld's World Class 87, 88 & 89.

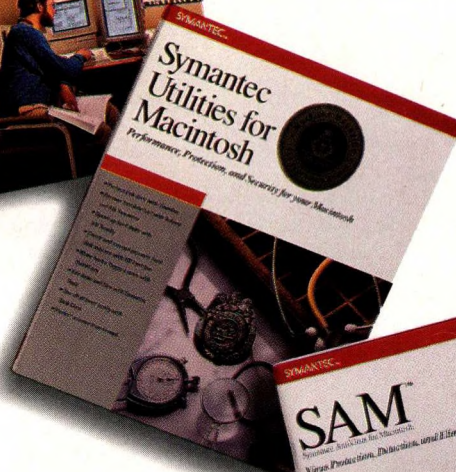
SYMANTEC MAKES LEADERS.



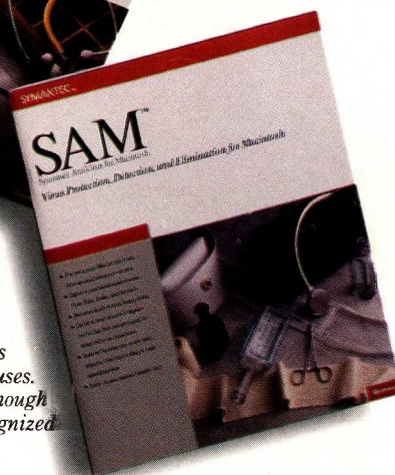
THINK C: Ultra-fast, C language programming environment. Chosen to develop Aldus Pagemaker 2.0, Adobe Illustrator and MacWrite II. Awards: MacUser's Editor's Choice, 88 & 89, Software Publisher Association's Best Programming Language, Macworld's World Class, BYTE's Award of Distinction, 89.*



THINK Pascal: High-performance, easy-to-use Pascal programming environment. The #1 choice for learning and professional programmers. Awards: Five Mice rating, MacUser, 88; Macworld's World Class (Australia), MacGuide's Golden Gavel, 89.*



SUM: A comprehensive set of Macintosh disk utilities for automatic data protection, fast data recovery, and improved hard disk performance. Awards: Five Mice rating, MacUser, MacUser's Editor's Choice, Macworld's World Class, 89.



SAM: Detects, eliminates, and guards against both known and unknown viruses. Also repairs virus-damaged files. Although just released, SAM is already the recognized leader in its field.

For Symantec, leadership stems from a passion for uncompromising quality and a simple formula. We ask our customers what they need today, add power for the future, and craft it all together into software that professionals can easily use. That's why Symantec's Macintosh products are so highly acclaimed, by both critics, and customers. We make software for leaders in business, who in turn, make our products leaders in software.

For detailed product information on any of these products, call (800) 228-4122 Ext. 800G.

SYMANTEC

Symantec Corporation, 10201 Torre Avenue, Cupertino, CA 95014. 408/253-9600.

*Formally THINK's LightspeedC and THINK's Lightspeed Pascal. MORE, THINK C, SUM, THINK Pascal, and SAM are trademarks of Symantec Corporation. All other product names are trademarks of their respective owners. © 1989 Symantec Corporation

Exhibitor Descriptions

TPS Electronics
4047 Transport St.
Palo Alto, CA 94303

5619 **WTC**

Bar code readers, magnetic stripe (credit card) readers, portable bar code readers, bar code printing software and fonts and magnetic card encoders highlight the industry's most complete line of input devices for the Macintosh. TPS has been providing rugged, easy-to-use equipment for the Macintosh since 1985. Hundreds of TPS bar code readers are used in the Macintosh factory. The products are ideally suited for point-of-sale, library, manufacturing and other applications.

Traveling Software, Inc. 640 **BEC**
18702 N. Creek Pkwy.
Bothell, WA 98011

Traveling Software, a leader in communication and accessibility software, will demonstrate LapLink Mac, a software/cabling package designed for fast and easy file transfer between IBM compatible (or PS/2) and Macintosh computers. LapLink Mac release 2 contains file translators which allow text files to be transferred without losing special formatting such as bolds and underlines. LapLink Mac transfers information at 57,600 baud over the serial ports. LapLink Mac comes complete with universal cabling and thorough documentation.

TreeAge Software, Inc. 155 **BEC**
1 Post Office Sq., 23rd Flr.
Boston, MA 02109

DATA™ assists business executives and professionals in identifying and making the best possible decisions. DATA's structured methodology clarifies the factors which ordinarily complicate decisionmaking: uncertainty and complexity. The problem is disaggregated into its component parts, distinguishing between available decision options and the potential, but uncertain, results of a given decision. The possible scenarios are modeled, using a tree structure generated by DATA. Utilizing probability theory, the software calculates the value of each scenario, expressly identifying the decisionmaker's optimal strategy, and then tests that recommendation by performing (and graphing) a series of risk and sensitivity analyses.

Trendware Corp.
P.O. Box 2285
Huntington, CT 06484

5556 **WTC**

Trendware will be introducing TRENDWARE XCAL™, a new product which adds spreadsheet-like capabilities to HyperCard. XCAL allows users to create formulas for HyperCard stacks using a spreadsheet overlay. Formulas created with XCAL are calculated automatically when data is entered into fields. XCAL is simple enough for the novice, while including advanced features such as macros and an extensive set of built-in functions. Trendware will also be displaying their product line of HyperCard utilities and applications.

TRI-DATA SYSTEMS, INC. 325 **BEC**
1450 Kifer Rd.
Sunnyvale, CA 94086

The Netway® family of 3270 SNA gateway products is the ideal solution for providing LocalTalk, Ethernet or Token Ring networks with direct access to any IBM mainframe. Up to 64 simultaneous sessions, the Netway products are high-performance solutions, offering the lowest-cost-per-session, for integrating multi-network environments by allowing users of Macs and PCs to share the power of multiple IBM mainframes simultaneously.

Truevision, Inc. 536 **BEC**
7340 Shadeland Station
Indianapolis, IN 46256

Truevision® videographics products enable users to process true color images in high resolution. Our cards provide the ultimate in high quality frame capture and display. The Nu-Vista™ cards (4M, 2M and 1M versions) are the perfect solutions for high-end graphics application ranging from video production and graphic design to digital pre-press and medical imaging. NTSC and PAL compatibility, multiple bit depths, programmable capture and display resolutions, and a 32-bit graphics co-processor are just a few of the unique features. The HR graphics cards is the first product to bring true work-station display capability to the Macintosh® II. The VIDI/O Box™ (NTSC and PAL) is our high-quality encoder/decoder for S-video and NTSC to RGB.

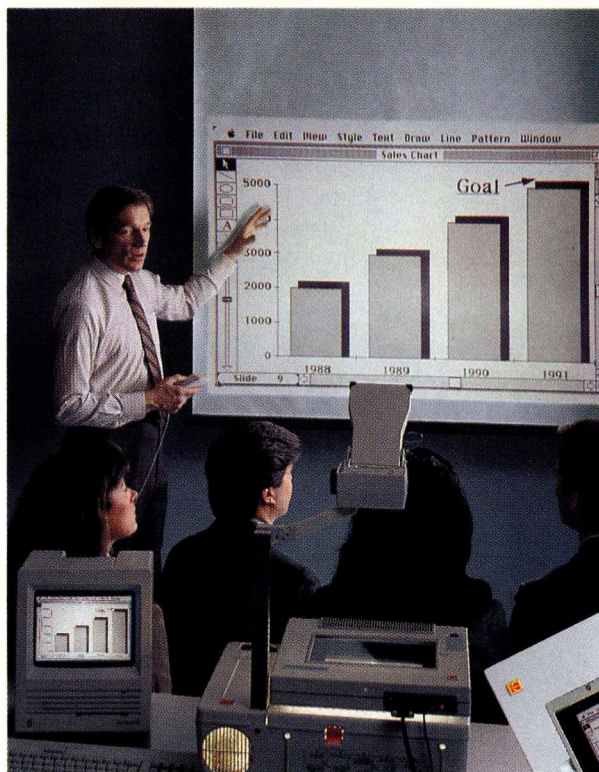
Truvel Corp.
8943 Fullbright Ave.
Chatsworth, CA 91311

5167 **WTC**

Truvel Corp. will be demonstrating its complete line of high-resolution scanners with grayscale and 24-bit color capabilities. Input media can be reflective art such as photographs, line art, and books and 3D objects; slides and transparencies; and X-ray film. The company will also demonstrate the capabilities of the TZ-3 black-and-white scanner, with the Zebra option, a line art enhancement board. The new TZ-3 unit is upgradable to color for those users who have grayscale applications now, but anticipate color work in the near future.

Tutorland 5538 **WTC**
10050 N. Wolfe Rd., SW2-136
P.O. Box 160429
Cupertino, CA 95016-0429

Tutorland publishes and markets several software: 1) AutoREAD is the most advanced Optical Character Recognition software available. It reads fonts in many languages including Greek, Cyrillic, Hebrew. Recognizes all typewritten and printed fonts, including kerning, italics, proportional spacing, and much, much more; 2) Teach Yourself-Excel/4D/Word/HyperCard/PageMaker/XPress are self-paced active tutorials to teach you efficiently and completely; 3) Trainers' Kits for Instructors offering courses.



Macintosh is a registered trademark of Apple Computer, Inc.

Now.

Put Macintosh images on the big screen with the KODAK DATASHOW HR/M Projection Pad.

There are other ways to get a projected image for your Macintosh® computer. But none with the crisp clarity of the black-and-white image we offer. It's generated by an exclusive 20:1 contrast ratio and high-resolution 512 x 342 pixel display. Project any program for a roomful of people. You'll see a pixel-for-pixel duplication of your Macintosh computer screen. You won't have to put up with contrast fluctuations, either. The cooling system virtually eliminates the heat buildup that causes these problems in other systems. Advanced technology also eliminates time-consuming vertical and horizontal image adjustments. And finally, the Kodak pad can be used with all Macintosh computers from 128K through Mac IIx, with the appropriate adapters.

For product and dealer information, call 1 800 44KODAK (1 800 445-6325), Ext 846A.

**Corporate Climbing
Gear From Kodak**



CLEARLY THE BEST PROJECTED IMAGE FOR MAC IS FROM KODAK

The new vision of Kodak



Exhibitor Descriptions

VAMP, Inc.
6753 Selma Ave.
Los Angeles, CA 90028

5164 **WTC**

VAMP Inc. is the publisher of McCAD software, a family of Electronic Design Systems for Apple Macintosh Computers. McCAD™ Electronic Design Systems offer a choice of design environments with a wide range of system configurations tailored to the specific needs of the designer. McCAD Modules take the designer through the complete design cycle: Schematic Capture, Simulation, Routing, Standard and SMT PCB Layout to Board Fabrication. All software modules will be demonstrated including the popular EDS-1 & EDS-2 systems which offer complete software solutions within a fully integrated design environment using Macintosh Color and B/W computer platforms. McCAD's benefits/cost ratio — makes this CAD/CAM software the most cost-effective performer of any system on the market, any make, any size.

Varcon Systems, Inc. 1909 **BEC**
10509 San Diego Mission Rd.
Suite K
San Diego, CA 92108

Manage That!™ is a sophisticated Macintosh™ project management system designed to take advantage of networking and distributed database technology. Using Manage That! project managers can create Gantt, PERT, and Work Breakdown Structure charts, as well as text reports, that give up to date status information on an unlimited number of projects. Manage That! also supports resource entry and reporting including histogram and cumulative curve charts; text reports; CPI and Earned Value calculations; and resource leveling.

Varityper 560 **BEC**
11 Mt. Pleasant Ave.
East Hanover, NJ 07936

VeloBind, Inc.
47212 Mission Falls Ct.
Fremont, CA 94539

2104 **BEC**

VeloBind provides the crucial last step in desktop publishing: binding. VeloBind is the only binding solution that transforms the promise of desktop publishing into reality; it provides the finishing touch that makes desktop publishing truly published. In addition to producing impressive, authoritative soft-cover bound documents, VeloBind is the only desktop binding system available that can make a library quality hardcover book in under a minute.

Versacad 5145 **WTC**
2124 Main St.
Huntington Beach, CA 92648

Please see our advertisement on page 101.

Virginia Systems, Inc. 5544 **WTC**
5509 West Bay Ct.
Midlothian, VA 23112

SONAR 5.0 and SONAR PROFESSIONAL 3.0 Text Retrieval Systems will be demonstrated. The new versions are a total rewrite allowing for major improvements in the Macintosh interface & speed. SONAR PROFESSIONAL now supports graphics and allows the user to attach notations to each page of a document. Fullwrite Prof. and Pagemaker 3 are now supported.

Visual Information Development, Inc.
16309 Doublegrove
La Puente, CA 91744

5828 **WTC**

Dimension Presenter is the 3D CAD system for the conceptual design and presentation of real world models. You can create both impressive full-color 3D surface images and dynamic animations. For photo realistic images, use Ray Trace Dimension. As a module of Dimension Presenter it can render with spectacular highlights, shadows, transparencies, and surface textures. With both Dimension Presenter and Ray Trace, you can create high quality presentations to improve communication of design concepts to engineering, management, and clients.

Voyager Co., The 446 **BEC**
1351 Pacific Coast Hwy., 3rd Flr.
Santa Monica, CA 90401

The Voyager Company publishes and distributes consumer products which use new technology media to deliver information and assist learning and entertainment. This includes laser videodiscs and Macintosh software to access and drive laserdiscs, special interest videotapes in the area of video art and classic films, and audiotapes. Labels include The Criterion Collection, a continuing series of both classics and important contemporary films on laserdisc. Products not requiring laserdiscs include AmandaStories Vol. 1 (Inigo) and 2 (My Faithful Camel).

Wallaby Systems, Inc. 5019 **WTC**
2540 Frontier Ave.
Boulder, CO 80301

Introducing the ideal solution if you need to take your Macintosh with you! The Wallaby Laptop System is a hardware add-on product for Macintosh Plus and SE computers. When it's connected to the host Macintosh, the laptop System boosts CPU speed, system RAM, and disk storage. When it's disconnected from the host Macintosh, it becomes a compact, lightweight, inexpensive, battery-operated laptop computer with 640x400-pixel LCD screen, keyboard, 1 to 4 Mb of system RAM, and floppy or hard disk drive.

Exhibitor Descriptions

Washington Apple Pi, Ltd. 5027 **WTC**
7910 Woodmont Ave., Ste. 910
Bethesda, MD 20814

WAP offers its members a 96-page monthly Journal, many hands-on tutorials, a 200 disk collection, twenty special interest groups, hotline helpers and a ten-line bulletin board system. Monthly meetings (fourth Saturdays) begin at 9:00 A.M. for presentations and Q & A sessions. Purchase (\$1) our special Mac Disk Catalog, and join our club (\$32 initial year, \$25 per year thereafter).

Whitesmiths Australia (Apple Australia) 131 **BEC**
P.O. Box 756
Kogarah, Sydney 2217
Australia

Introducing a new product "MacIDRIS" - a fast and compact operating system compatible with the POSIX standard for UNIX-like systems. MacIDRIS has a rich set of UNIX-like utilities for file and text manipulation. The entire system runs as an application on a standard Macintosh with hard disk. The implementation allows the MacIDRIS user to alternate between the Macintosh operating system and the UNIX-like environment.

Please see our advertisement on page 69.

White Pine Software, Inc. 5165 **WTC**
94 Rte. 101A, P.O. Box 1108
Amherst, NH 03031

Williams & Macias, Inc. 1518 **BEC**
So. 3707 Godfrey Blvd.
Spokane, WA 99204

Williams & Macias will be demonstrating the premier labeling program, StickyBusiness, which prints high-quality labels, cards, tags, and envelopes on Imagewriters and Laserwriters; imports EPS, PICT, PICT2 and bit-mapped graphics; merges data from any standard Macintosh data base or word-processing application; includes preformatted templates for more than 200 labeling products; and also has a template maker so that you can design your own label templates. Say good-

bye to label alignment problems and printing problems. Also showing are the latest versions of myDiskLabeler and DiskFinder. All kinds of labels are available at special discount prices.

Please see our advertisement on page 113.

StickyBusiness™ Labels, Cards, Tags & Envelopes

"The Best All-Purpose Labeling Program!"

StickyBusiness is a comprehensive mini-desktop publishing program for labels, cards, tags, and envelopes. *Try doing it any other way!*

Versatile

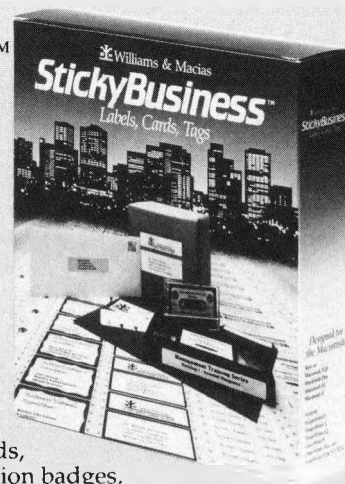
Design and print mailing labels, shipping labels, file folder labels, serial number labels, audio and video cassette labels, disk labels, rotary file cards, post cards, index cards, envelopes, letterheads, convention badges, and many others! Choose from among hundreds of preformatted templates, or create your own.

Powerful

Use text, graphics, colors, rotation, patterns, blends, and serial numbers. Print multiple copies or merge text files from your word processor or data base. Import clipart, EPS, PICT, PICT2, bit-mapped graphics and icons. Be as practical or as flashy as you like!

Easy-to-use

StickyBusiness has hundreds of preformatted templates for labels, cards, tags, and envelopes by Avery®, Dennison®, Inmac®, MOORE®, NEBS®, ROLODEX®, Williams & Macias™, and others. All templates provide automatic label alignment; all you do is insert the form and StickyBusiness will print your labels!



Visit Booth #1518 for a demonstration and Special Show Prices!

See the all-new myDiskLabeler™, DiskFinder™ and six new label products including high-gloss laser labels for 3.5" diskettes, audio cassettes, and VHS video cassettes.

Williams & Macias Inc.
S. 3707 Godfrey Blvd. • Spokane, WA 99204 • (509) 458-6312 • 800-752-4400

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Exhibitor Descriptions

Wolfram Research 156 **BEC**

201 W. Springfield, Ste. 503
Champaign, IL 61820

Mathematica™ 1.2. A general system for numerical symbolic and graphical computation. Produces 2D and 3D PostScript graphics. Does algebra and calculus. Incorporates a high-level programming language, and a sophisticated user interface which supports interactive textbooks. Intended for all users of mathematics—scientists, engineers, students, analysts, etc. Runs on Macintosh Plus and up. Minimum memory: 4 megabytes (Less memory is required if a virtual memory system is used.) Prices: Standard Version, \$495; Enhanced Version (requires numeric coprocessor), \$795. Volume and university discounts available.

Please see our advertisement on the inside of the back cover.

WordPerfect Corp. 5112 **WTC**

1555 N. Technology Wy.
Orem, UT 84057

WordPerfect for the Macintosh includes features such as automatic pagination, on-screen columns, file management capabilities, macros, merge, footnotes/endnotes, automatic outlining, table of contents/index generation, a 115,000-word spelling checker, and a thesaurus. WordPerfect for the Macintosh can import and export files from WordPerfect for the IBM, VAX, and Data General machines. WordPerfect also accepts files created in MicroSoft Word and MacWrite. WordPerfect for the Macintosh now supports Apple's A/UX system. System requirements: 512KE, Plus, SE and II. Suggested retail price: \$395.

Xerox Imaging Systems, Inc. 5551 **WTC**

1215 Terra Bella Ave.
Mountain View, CA 94043

Xerox Imaging Systems (XIS) is showing optical text recognition and greyscale imaging applications for the Macintosh SE, SE 30, II, IIx, and IIcx. XIS products include flatbed and sheet feed scanners plus application software. AccuText™, artificial intelligence based text recognition, is being shown with XIS Model 830 ADF professional scanner. MacImage™ is demonstrated with our economical, 64-level greyscale flatbed scanner, Model 730GS, scanning a wide variety of images with its extensive image control & editing features.

Zero Halliburton 648 **BEC**

12224 Montague St.
Pacoima, CA 91331

Zero Halliburton, a 50 year old manufacturer of aluminum cases in the luggage and photographic markets, has brought its products' distinctive styling, strength, durability, and light weight to the production of Macintosh cases. The Plus/SE case, Mac II/IIx Transport System, Mac IIcx Transport System, and ImageWriter II case are made of an exceptional aluminum alloy that gives them the strength to be checked in as airline luggage (insurance) and the light weight to be a flexible local carrying case.

Additional Exhibitors

Aries Systems Corp. 2064 **BEC**
One Dundee Park
Andover, MA 01810

Knowledge Finder™ for MEDLINE® and CANCERLIT® Knowledge Finder is a powerful search-and-retrieval tool for accessing the biomedical literature, designed for use by both novice and experienced searchers. The MEDLINE and CANCERLIT databases, prepared by the National Institutes of Health, contain descriptive citations to approximately 6 million medical journal articles published since 1966. Aries Systems publishes selections from these databases on CD-ROM optical disc storage. Knowledge Finder, which runs on Apple® Macintosh® computers provides easy, economical and powerful access to these CD-ROM databases. Personal, Institutional and Network database and software licenses are offered.

Aura Systems 603 **BEC**
372 Coogan Way
El Cajon, CA 92020

Aura Systems is showing ScuzzyGraph II, a color graphics processor for the Macintosh 512E, Plus and SE. ScuzzyGraph simply connects to the SCSI port built into the Plus and SE or added to the 512E to provide large screen color for these machines. Many major software programs display color on the Plus and SE with ScuzzyGraph, such as Wingz, PowerPoint, Canvas, and Cricket. Monitors from 640 x 480 up to 1280 x 1024 can be used. Prices start at \$995 without a monitor.

cc:Mail Inc. 5245 **WTC**
385 Sherman Ave.
Palo Alto, CA 94306

cc:Mail Inc., the leading supplier of high end electronic mail software for LANs, is now shipping cc:Mail for Macintosh. The new product is the Macintosh extension of the award-winning cc:Mail product line which is being demonstrated at MACWORLD Expo booth 5245. Like the MS-DOS and OS/2 components of cc:Mail, the Macintosh product provides users the ability to send and receive compound messages, or "envelopes," containing text, graphics images, and files of any type to and from other cc:Mail users, regardless of the workstations or net-

works they may be using. cc:Mail is both a powerful inter-personal communications tool and an ideal system for transparent file exchange between Macs and PCs. cc:Mail combines Macintosh ease-of-use with the most advanced e-mail features available. The cc:Mail system accommodates LANs and WANs of any size, including those with thousands of Mac and PC users. cc:Mail Macintosh users can also take advantage of cc:Mail's links to external e-mail systems and services such as IBM PROFS, DEC VaxMail, Western Union EasyLink, CompuServe, Tele-net's Telemail, and SMTP/Internet.

Computer Associates 5458 **WTC**
International Inc.
(Formerly Cricket Software)
1240 McKay Drive
San Jose, CA 95131

Copley Systems 462 **BEC**
185 Second Ave.
Needham, MA 02194

Copley Systems, one of the nation's largest independent authorized Hewlett-Packard dealers will display and offer for sale the new DeskWriter laser-quality printer, the PaintJet color printer and HP CAD and business plotters. Copley Systems, in business for more than ten years, services the needs of corporate and educational users from four locations on the East Coast. Copley offers aggressive discounts and immediate delivery on all Hewlett-Packard computers and peripherals.

EASYDATA PRODUCTS 710 **BEC**
201 Ravendale Dr.
Mt. View, CA 94043

EASYDATA will be exhibiting the ULTIMATE System for the Macintosh Plus, SE and SE30. The subsystem will be the first peripheral with the combine features of a Hard disk, a universal tape format tape backup drive and an internal 2400 baud modem. The subsystem is visually and hardware Apple compatible, capacities from 40mb to 350mb of storage and backup. EASYDATA Modems will also be introduced with the New 2400 baud internal for the MacII, MacIIx and

MacCX computers. This modem is unique, that it will not void out the existing serial port in your system. Also on display will be the New 14" color UltraVGA monitor for the MacII, with 28 Dot Pitch, 45MHz, 800 x 600. The Ultimate subsystem will also have optical removal storage of 600MB with a modem to be a Mini file server.

ERGO Computer Suppliers 2065 **BEC**
2101 Mass Ave.
Lexington, MA 02173

ERGO Computers specializes in Furniture, Accessories, Security, Supplies, Hardware Peripherals & Software for the Macintosh and most other PC's. At the show we will be featuring MAC furniture options for both the home and office highlighting the ScanCo Mac-Table. Panamax surge protectors with a Lifetime warranty for the equipment plugged into them will also be displayed. Security systems designed especially for the Macintosh will be also shown. A sampling of our full line of products will be available with show discounts up to 50% off some products. Please stop by and review our show specials and sign up for our drawing.

Flexware 601 **BEC**
15404 E. Valley Blvd.
Industry, CA 91746

Flexware® is *serious* accounting for the Macintosh®. In use for 13 years around the world, it'll provide the power, flexibility and stability you need. Flexware's full line of modules fully

continued on page 145

Exhibitor List

Alphabetically

World Trade Center

Company Name	Booth	Company Name	Booth	Company Name	Booth
Accolade Software	5138	Heizer Software	5522	Personal Computer	5362
Acius, Inc.	5320	Help Software, Inc.	5510	Peripherals Corp.	
Advanced Gravis Computer	5665	Hewlett-Packard Co.	5427	Personal Training Co.	5562
Technology Ltd.		Howard W. Sams & Co.	5261	Pixelogic, Inc.	5558
Advent Computer Products, Inc.	5670	HyperLink Magazine	5663	Portfolio Systems	5001
AEC	5645	ICOM Simulations, Inc.	5211	Presentation Technologies	5139
AESP, Inc.	5064	Imprimis Technology, Inc.	5621	Pro Plus Software, Inc.	5466
Aladdin Systems	5059	Innovative Data Design, Inc.	5214	Procom Technology, Inc.	5770
Antic Software, Inc.	5140	Insight Development Corp.	5662	Radius, Inc.	5304
Apple Computer, Inc.	5440	Irwin Magnetics	5719	RasterOps Corp.	5224
Apple Development	5338	Jasmine Technologies	5420	Relax Technology, Inc.	5237
Tools & Services (APDA)		Joint Solutions Marketing	5056	Retix	5761
Archive Corp.	5812	Julian Systems, Inc.	5826	SBT Corp.	5146
Avatar Technologies Inc.	5012	Kensington Microwave Ltd.	5344	Scholarly Technologies	5862
BDT Products, Inc.	5142	Kevin J. Doyle,	5655	Scion Corp.	5666
Broderbund Software, Inc.	5565	Computer Systems Consultant		Seiko Instruments USA	5767
CalComp	5151	Kinetics, Inc.	5628	Sigma Designs Inc.	5604
Canon U.S.A. Inc.	5858	KMW Systems Corp.	5564	SoftView	5004
Capilano Computing Sys., Ltd.	5514	La Cie Ltd.	5410	Sopris Softworks	5664
Casadyware/Greene, Inc.	5570	Laser Designs Corp.	5643	Spectrum HoloByte	5804
cc: Mail Inc.	5245	Layered, Inc.	5234	Strata	5758
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Checkmark Software, Inc.	5627	MacAcademy	5864	Sun Microsystems, TOPS Div.	5252
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CMS Enhancements, Inc.	5168	MacProducts USA	5227	Symantec Corp.	5104
Coda Music Software	5625	MacSema	5824	Symmetry Corp.	5233
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Computers, Etc.	5614	Meta Software Corp.	5528	TPS Electronics	5619
ComputerWare	5765	Micro Cad-Cam Systems, Inc.	5659	Trendware Corp.	5556
Connect, Inc.	5651	Micro Dynamics, Ltd.	5134	Truvel Corp.	5167
Connectix	5526	Microcom Software	5639	Tutorland	5538
Creative Solutions Inc.	5243	MicroNet Technology, Inc.	5534	VAMP, Inc.	5164
Crickit Software	5458	Microsoft Corp.	5509	Versacad	5145
Crosby Creations	5657	MicroTouch Systems, Inc.	5741	Virginia Systems Software	5544
Custom Applications	5011	Millennium Software	5542	Visual Information Inc.	5828
Dantz Development Corp.	5007	Moniterm Corp.	5634	Wallaby Systems Inc.	5019
Data Translation	5434	Monotype Typography, Inc.	5009	Washington Apple Pi, Ltd.	5027
DataViz, Inc.	5133	Multi-Ad Services, Inc.	5724	White Pine Software, Inc.	5165
Dayna Communications, Inc.	5204	National Instruments Corp.	5221	WordPerfect Corp.	5112
DeltaPoint, Inc.	5452	Nemonix, Inc.	5330	Xerox Imaging Systems	5551
Digidesign	5025	Newer Technology	5762		
Discovery Software Int'l., Inc.	5566	NewGen Systems Corp.	5157		
Dove Computer Corp.	5128	North Edge Software	5219		
Dr. Mac, Inc.	5609	NOVA International	5637		
Dynamac Computer Prod., Inc.	5312	Odesta Corp.	5240		
E-Machines, Inc.	5503	Orange Micro, Inc.	5745		
Eastman Kodak Co. (EPD)	5020	Orange Solutions	5860		
Eastman Kodak Co. (MP/AVPD)	5020	Pacer Software, Inc.	5613		
Everex Systems	5120	Panamax	5265		
GCC Technologies, Inc.	5652	Paracomp	5024		
Gimeor, Inc.	5866	Personal Bibliographic	5669		
GTCO Corp.	5060	Software, Inc.			

Exhibitor List

Numerically

World Trade Center

Booth Company Name

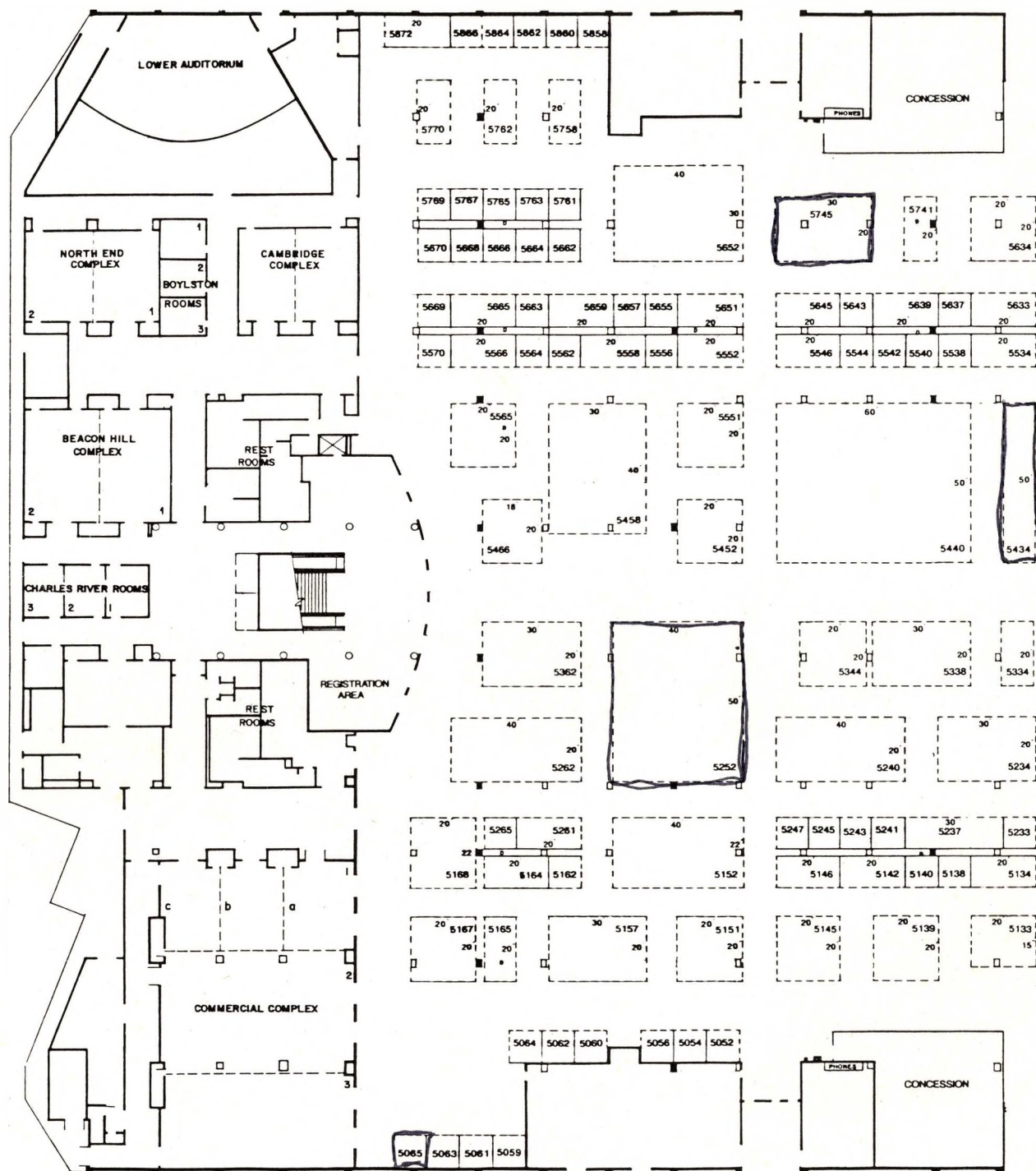
5001 Portfolio Systems
 5003 CD-ROM EndUser Magazine
 5004 SoftView
 5005 Mesac, Inc.
 5007 Dantz Development Corp.
 5009 Monotype Typography, Inc.
 5011 Custom Applications
 5012 Avatar Technologies Inc.
 5019 Wallaby Systems Inc.
 5020 Eastman Kodak Co. (EPD)
 5020 Eastman Kodak Co.
 (MP/AVPD)
 5024 Paracomp
 5025 Digidesign
 5027 Washington Apple Pi, Ltd.
 5052 Systat, Inc.
 5054 Chisholm
 5056 Joint Solutions Marketing
 5059 Aladdin Systems
 5060 GTCO Corp.
 5061 Sun Remarketing
 5062 TechAlliance
 5064 AESP, Inc.
 5065 Macintosh Video News, Inc.
 5104 Symantec Corp.
 5112 WordPerfect Corp.
 5120 Everex Systems
 5128 Dove Computer Corp.
 5133 DataViz, Inc.
 5134 Micro Dynamics, Ltd.
 5138 Accolade Software
 5139 Presentation Technologies
 5140 Antic Software, Inc.
 5142 BDT Products, Inc.
 5145 Versacad
 5146 SBT Corp.
 5151 CalComp
 5152 SuperMac Technology
 5157 NewGen Systems Corp.
 5162 Computer Shoppe/
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 5164 VAMP, Inc.
 5165 White Pine Software, Inc.
 5167 Truvel Corp.
 5168 CMS Enhancements, Inc.
 5204 Dayna Communications, Inc.
 5211 ICOM Simulations, Inc.
 5214 Innovative Data Design, Inc.
 5219 North Edge Software
 5220 Macintosh Buyer's Guide, The
 5221 National Instruments Corp.
 5224 RasterOps Corp.
 5227 MacProducts USA
 5233 Symmetry Corp.
 5234 Layered, Inc.
 5237 Relax Technology, Inc.
 5240 Odesta Corp.

Booth Company Name

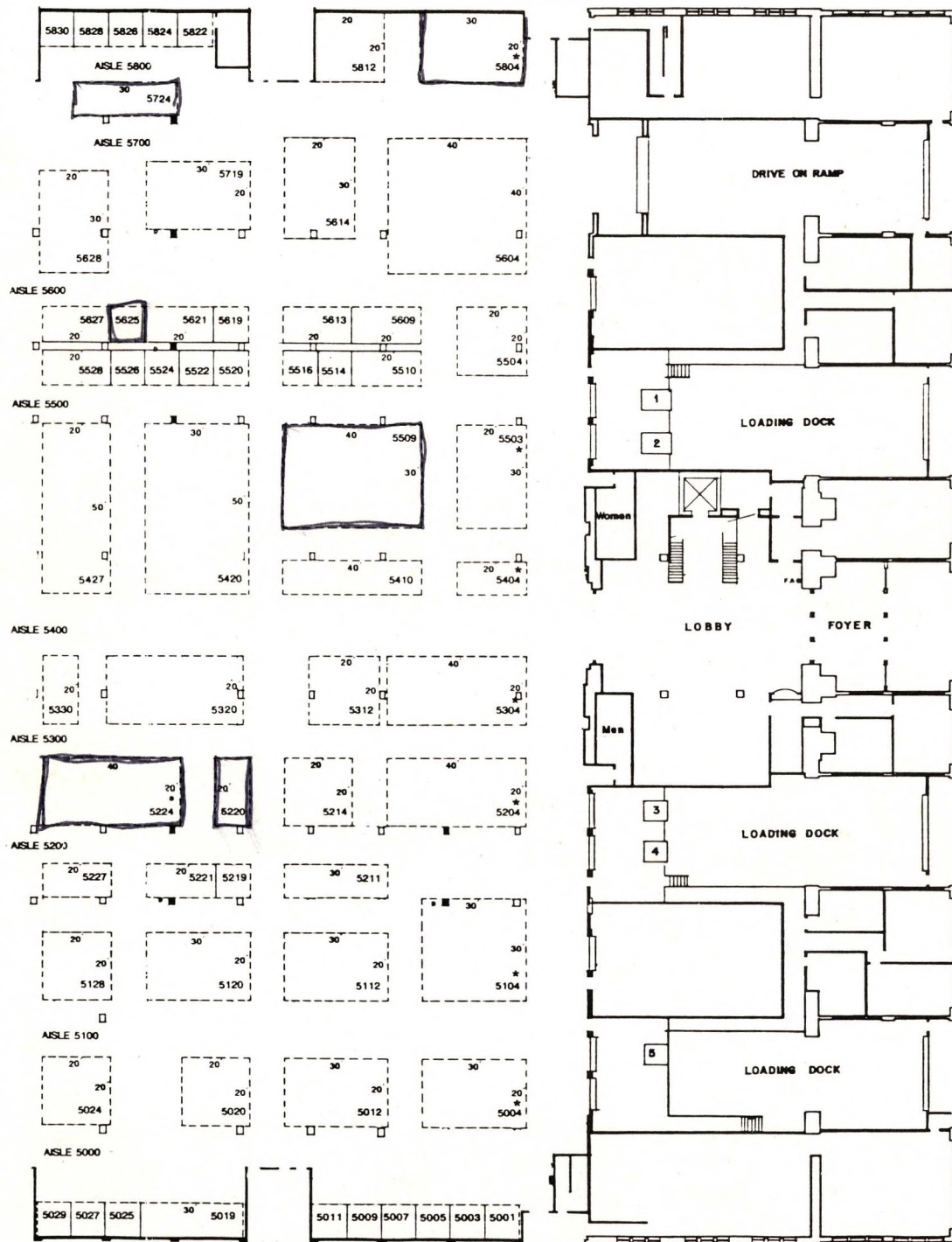
5243 Creative Solutions Inc.
 5245 cc: Mail Inc.
 5252 Sun Microsystems, TOPS Div.
 5261 Howard W. Sams & Co.
 5262 Claris
 5265 Panamax
 5304 Radius, Inc.
 5312 Dynamac Computer Products
 5320 Acius, Inc.
 5330 Nemonix, Inc.
 5334 Compuneering Inc.
 5338 Apple Development Tools
 & Services (APDA)
 5344 Kensington Microware Ltd.
 5362 Personal Computer
 Peripherals Corp.
 5404 Toshiba America
 5410 La Cie Ltd.
 5420 Jasmine Technologies
 5427 Hewlett-Packard Co.
 5434 Data Translation
 5440 Apple Computer, Inc.
 5452 DeltaPoint, Inc.
 5458 Cricket Software
 5466 Pro Plus Software, Inc.
 5503 E-Machines, Inc.
 5504 Chang Labs
 5509 Microsoft Corp.
 5510 Help Software, Inc.
 5514 Capilano Computing Systems
 5516 Logitech Inc.
 5520 Computer Currents
 5522 Heizer Software
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 5526 Connectix
 5528 Meta Software Corp.
 5534 MicroNet Technology, Inc.
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 5546 Strawberry Tree Computers
 5551 Xerox Imaging Systems
 5552 Summagraphics Corp.
 5556 Trendware Corp.
 5558 Pixelogic, Inc.
 5562 Personal Training Co.
 5564 KMW Systems Corp.
 5565 Broderbund Software, Inc.
 5566 Discovery Software Int'l, Inc.
 5570 Casadyware/Greene, Inc.
 5604 Sigma Designs Inc.
 5609 Dr. Mac, Inc.
 5613 Pacer Software, Inc.
 5614 Computers, Etc.
 5619 TPS Electronics
 5621 Imprimis Technology, Inc.

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5625 Coda Music Software
 5627 Checkmark Software, Inc.
 5628 Kinetics, Inc.
 5633 Tecmar, Inc.
 5634 Moniterm Corp.
 5637 NOVA International
 5639 Microcom Software
 5643 Laser Designs Corp.
 5645 AEC
 5651 Connect, Inc.
 5652 GCC Technologies, Inc.
 5655 Kevin J. Doyle, Computer
 Systems Consultants
 5657 Crosby Creations
 5659 Micro Cad-Cam Systems, Inc.
 5662 Insight Development Corp.
 5663 HyperLink Magazine
 5664 Sopris Softworks
 5665 Advanced Gravis Computer
 Technology Ltd.
 5666 Scion Corp.
 5668 MathSoft
 5669 Personal Bibliographic
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 5670 Advent Computer Products
 5719 Irwin Magnetics
 5724 Multi-Ad Services, Inc.
 5741 MicroTouch Systems, Inc.
 5745 Orange Micro, Inc.
 5758 Strata
 5761 Retix
 5762 Newer Technology
 5765 ComputerWare
 5767 Seiko Instruments USA
 5770 Procom Technology, Inc.
 5804 Spectrum HoloByte
 5812 Archive Corp.
 5822 Market Engineering Corp.
 5824 MacSema
 5826 Julian Systems, Inc.
 5828 Visual Information Inc.
 5858 Canon U.S.A. Inc.
 5860 Orange Solutions
 5862 Scholarly Technologies
 5864 MacAcademy
 5866 Gimeor, Inc.



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Exhibitor List

Alphabetically

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Company Name	Booth	Company Name	Booth	Company Name	Booth
1st Aid Software, Inc.	1312	Crosfield Design Systems	711	Iomega	408
Aapps	368	Cultural Resources Inc.	2101	James River Corp.	420
Abra Mac Dabra Software	550	Data Pad Corp.	339	Kennect Technology	2045
Addison-Wesley Publishing Co.	1530	DataDesk International	1212	Key Tronic Corp.	543
Adobe Systems, Inc.	426	DayStar Digital Inc.	554	Kingsley/ATF Type Corp.	643
Advanced Matrix Tech. (A.M.T.)	1415	Design Science, Inc.	137	Kroy, Inc.	160
Aldus Corp.	1322	Digital Communications Assoc.	1618	Kurta Corp.	1636
Alisa Systems, Inc.	636	Digital Vision Inc.	1316	Language Systems Corp.	419
Alpha Micro Systems	542	DisCopy Labs	608	Laser Max	1022
Altsys Corp.	1619	Disini Software	634	Learning Services, Inc.	917
Americal Group	911	Douglas Electronics	508	Levco Sales	1600
American Liquid Lite, Inc.	669	DuPont Company	705	Linotype	1844
American Power Conversion Corp.	650	Dynamic Graphics, Inc.	1637	Locker Typesetting Equipment	1631
AnaMatrix	350	Dynamic Microprocessor Assoc. (DMA)	319	MacBusiness Journal	1907
Andromeda	159	Dynaware Corp.	360	MacConnection	1540
Answer Software Corp.	2108	Eastgate Systems	444	MacGuide Magazine	2060
Aperture Technology, Inc.	2103	Educorp	1106	Macintosh Bible, The	149
Articulate Systems, Inc.	324	Ehman Engineering	521	Macintosh News (a CMP Publication)	468
ASD Software	551	Electronic Arts	1922	MacOrchard, Inc.	2044
Ashlar Inc.	520	Emerald City Software	620	MacroMind, Inc.	130
Ashton-Tate	1332	Ergotron, Inc.	1417	MACsetra Technologies Int'l	2068
Autodesk, Inc.	555	ERM, Inc./Electronic Liquidators	2100	MacTutor	1526
Avery Commercial Products Div.	2114	Exodus Software	369	MacUser Magazine/Ziff-Davis Pub. Co.	1630
Barneyscan	1736	F.C. Brooks & Co.	416	MacWeek	400
Basic Needs Inc.	624	Fairfield Software	2067	Macworld Magazine	1306
Benchmark	2055	Farallon Computing	1506	Mainstay	300
Berol USA	2102	Federation of Int'l Distributors	646	Mass Micro Systems	1710
Birmy Graphics Corp.	628	FlipTrack Learning Systems	820	Maxcess	343
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Bravo Technologies, Inc.	1500	Great Plains Software	1830	Micro Planning International	1701
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Caere Corp.	716	GW Instruments	1108	Microspot	1824
Cambridge Electronics, Inc.	500	Hayes Microcomputer Prod., Inc.	712	MicroStore, Inc.	1606
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Ceres Software Inc.	921	I/O Design, Inc.	1413	Mobius, Inc.	626
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Chorus Super Computer	161	Ikegami Electronics (U.S.A.) Inc.	2018	Monster Cable	604
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ComData, Inc.	818	Imagine That, Inc.	644	Mysterium Tremedum	370
Complete PC, The	2111	In Focus Systems, Inc.	546	National Association of Desktop Publishers	1520
CompServCo	1824	Individual Software, Inc.	614	National Semiconductor Corp.	1412
CompuCover	421	Informix Software, Inc.	1010	Natural Intelligence	310
Compugraphic Corp.	1916	Infosphere, Inc.	1300	NEC Home Electronics USA	256
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Computer Accessories Corp.	816	Innovative Systems, Inc.	810	New Wave Executive Corp.	2115
Computer Expressions	337	Insignia Solutions	600	Niles & Associates	445
Computer Friends, Inc.	1621	Interex	414	Nolo Press	442
Computer Giftware Co., The	318	Intergraph Corp.	2041		
Computer Museum, The	2118	Invention Software Corp.	1709		
ComputerWare	1816				

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NoRad Corp.	642	ProVUE Development Corp.	168	Strategic Studies Group	131
notis	824	Publish Magazine	1911	Sumo Systems	2120
Novell	1930	QMS, Inc.	660	Survivor Software, Ltd.	610
Nuvotech, Inc.	1730	Quantum Access, Inc.	157	Synex	2052
nView Corp.	2054	Quark, Inc.	1744	T/Maker Co.	1522
OHM Software	451	Qume Corp.	1906	TechGnosis, Inc.	141
Olduvai Corp.	1706	Ricoh	1624	Tektronix	706
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Palomar Software, Inc.	135	Second Wave, Inc.	1318	Traveling Software	640
Para Systems	1838	Select Micro Systems, Inc.	447	TreeAge Software	155
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Pinnacle Micro, Inc.	514	SilverPlatter Information	450	Varityper	560
PLI	330	Smack-a-Mac!	1635	VeloBind	2104
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100 Microtech International, Inc.
 108 C.I. Tech. International, Inc.
 130 MacroMind, Inc.
 131 Whitesmiths Australia
 131 Strategic Studies Group
 135 Palomar Software, Inc.
 137 Design Science, Inc.
 141 TechGnosis, Inc.
 142 Maynard Electronics
 149 Macintosh Bible, The
 151 Prism Technologies, Inc.
 155 TreeAge Software
 156 Wolfram Research, Inc.
 157 Quantum Access, Inc.
 159 Andromeda
 160 Kroy, Inc.
 161 Chorus Super Computer
 168 ProVUE Development Corp.
 208 Micron Technology
 209 Great Wave Software
 237 Generic Software
 256 NEC Home Electronics USA
 262 miro
 268 Mitsubishi International Corp.
 300 Mainstay
 308 McGraw Hill Info Services
 310 Natural Intelligence
 314 BMUG
 315 InfoWorld
 318 Computer Giftware Company
 319 Dynamic Microprocessor
 Associates (DMA)
 323 Shana Corp.
 324 Articulate Systems, Inc.
 325 Tri-Data Systems, Inc.
 330 PLI
 336 Microtek Lab. Inc.
 337 Computer Expressions
 339 Data Pad Corp.
 342 Prescadio (formerly Allan
 Bonadio Associates
 343 Maxcess
 344 HJC Software, Inc.
 346 Mountain Lake Software
 348 Human Intellect Systems
 350 AnaMatrix
 360 Dynaware Corp.
 368 Aapps
 369 Exodus Software
 370 Mysterium Tremedum
 400 MacWeek
 401 Prometheus Products, Inc.
 403 Microlytics, Inc.
 408 Iomega
 409 Solutions International
 414 Interex
 415 Cayman Systems, Inc.

Booth Company Name

416 F.C. Brooks & Co.
 419 Language Systems Corp.
 420 James River Corp.
 421 CompuCover
 426 Adobe Systems, Inc.
 436 Sharp Electronics Corp.
 442 Nolo Press
 443 C.A.R. Inc.
 444 Eastgate Systems
 445 Niles & Associates
 446 Voyager Co.
 447 Select Micro Systems, Inc.
 449 Perceptics Corp.
 450 SilverPlatter Information
 451 OHM Software
 460 General Parametrics
 468 Macintosh News
 (a CMP Publication)
 500 Cambridge Electronics, Inc.
 508 Douglas Electronics
 514 Pinnacle Micro, Inc.
 520 Ashlar Inc.
 521 Ehman Engineering
 526 Storage Dimensions
 536 Truevision, Inc.
 542 Alpha Micro Systems
 543 Key Tronic Corp.
 545 Circuit Research Co.
 546 In Focus Systems, Inc.
 547 New Horizons Software
 549 Total Systems Integration
 550 Abra Mac Dabra Software
 551 ASD Software
 554 DayStar Digital Inc.
 555 Autodesk, Inc.
 560 Varityper
 568 GTFS, Inc.
 600 Insignia Solutions
 604 Monster Cable
 608 DisCopy Labs
 609 Somak Software, Inc.
 610 Survivor Software, Ltd.
 614 Individual Software, Inc.
 616 SPSS
 620 Emerald City Software
 624 Basic Needs Inc.
 626 Mobius, Inc.
 628 Birmy Graphics Corp.
 630 Softdisk, Inc.
 634 Disini Software
 636 Alisa Systems, Inc.
 640 Traveling Software
 642 NoRad Corp.
 643 Kingsley/ATF Type Corp.
 644 Imagine That, Inc.
 646 Federation of International
 Distributors
 647 Power Up Software Corp.

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648 Zero Haliburton
 649 Paragon Concepts, Inc.
 650 American Power
 Conversion Corp.
 654 IC Products c/o Comp-Link
 660 QMS, Inc.
 669 American Liquid Lite, Inc.
 705 DuPont Company
 706 Tektronix
 711 Crosfield Design Systems
 712 Hayes Microcomputer
 716 Caere Corp.
 804 Howtek, Inc.
 810 Innovative Systems, Inc.
 816 Computer Accessories Corp.
 818 ComData, Inc.
 820 FlipTrack Learning Systems
 824 notis
 911 Americal Group
 913 Star Software, Inc.
 917 Learning Services, Inc.
 921 Ceres Software Inc.
 922 Fox Software
 1010 Informix Software, Inc.
 1022 Laser Max
 1106 Educorp
 1108 GW Instruments
 1112 Media Clip-Art Inc.
 1206 Cognition Technology Corp.
 1207 Springboard Software
 1211 Shiva Corp.
 1212 DataDesk International
 1300 Infosphere, Inc.
 1306 Macworld Magazine
 1312 1st Aid Software, Inc.
 1314 Blackhole Technology, Inc.
 1316 Digital Vision Inc.
 1318 Second Wave, Inc.
 1322 Aldus Corp.
 1332 Ashton-Tate
 1400 Rodime, Inc.
 1412 National Semiconductor Corp.
 1413 I/O Design, Inc.
 1415 Advanced Matrix Technology
 (A.M.T.)
 1417 Ergotron, Inc.
 1500 Bravo Technologies, Inc.
 1506 Farallon Computing
 1518 Williams & Macias, Inc.
 1520 National Association of
 Desktop Publishers
 1522 T/Maker Co.
 1526 MacTutor
 1530 Addison-Wesley Publishing
 1536 PMC Telesystems, Inc.
 1540 MacConnection
 1600 Levco Sales

Exhibitor List

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Booth Company Name

1606 MicroStore, Inc.
 1612 Boston Computer Society
 Macintosh
 1618 Digital Communications
 Associates
 1619 Altsys Corp.
 1621 Computer Friends, Inc.
 1624 Ricoh
 1625 Monogram Software, Inc.
 1630 MacUser Magazine/
 Ziff-Davis Pub. Co.
 1631 Locker Typesetting Equipment
 1633 GoldMind Publishing Co.
 1635 Smack-a-Mac!
 1636 Kurta Corp.
 1637 Dynamic Graphics, Inc.
 1644 CompuServe
 1701 Micro Planning International
 1706 Olduvai Corp.
 1707 High Performance Systems
 1709 Invention Software Corp.
 1710 Mass Micro Systems
 1718 Oracle Corp.
 1730 Nuvotech, Inc.

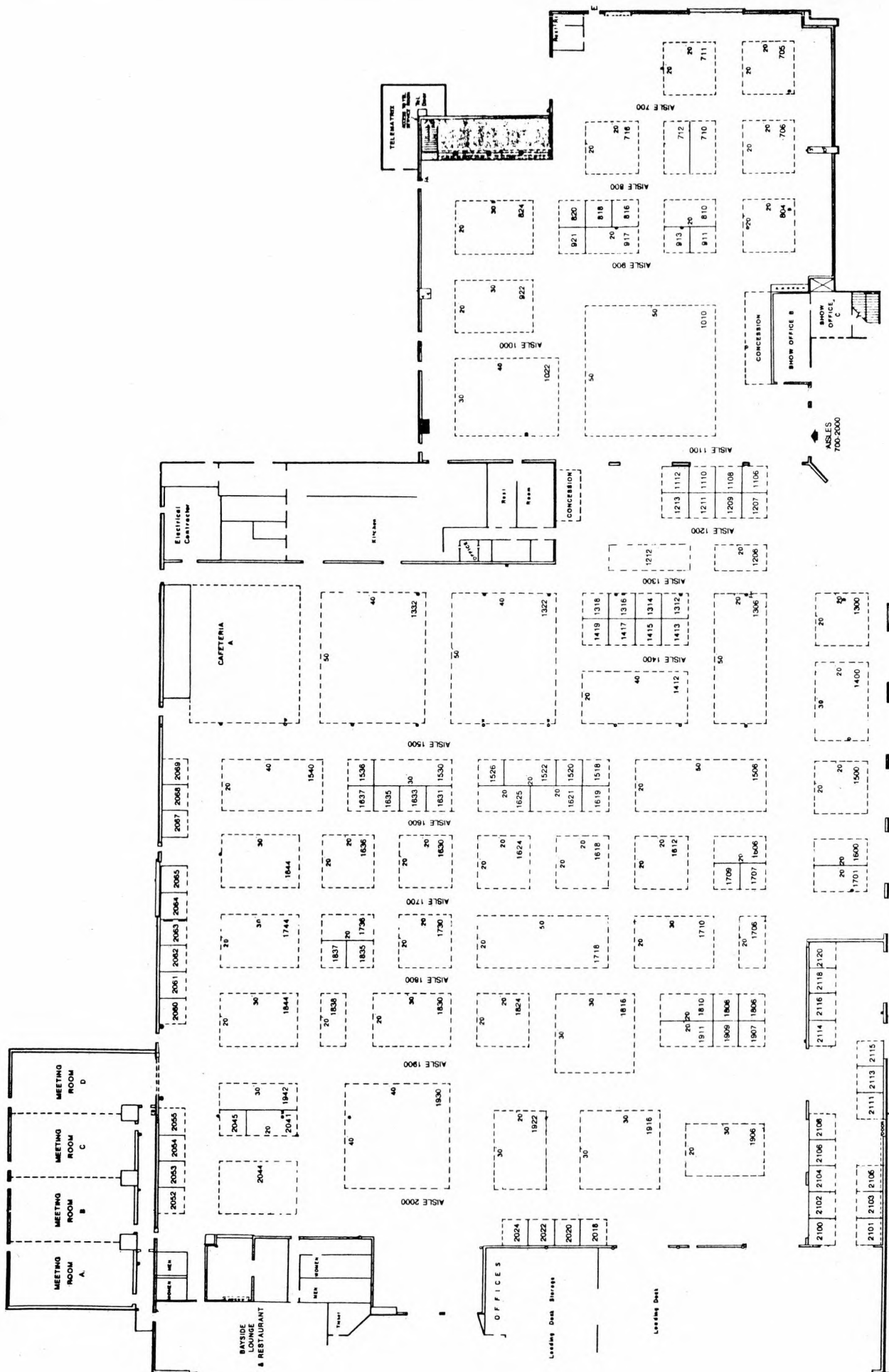
Booth Company Name

1736 Barneyscan
 1744 Quark, Inc.
 1806 Pre-Owned Electronics, Inc.
 1808 Opcode Systems
 1810 CE Software
 1816 ComputerWare
 1824 CompServCo
 1824 Microspot
 1830 Great Plains Software
 1835 Mega Drive Systems
 1837 Personal Writer, Inc.
 1838 Para Systems
 1844 Linotype
 1906 Qume Corp.
 1907 MacBusiness Journal
 1909 Varcon Systems, Inc.
 1911 Publish Magazine
 1916 Compugraphic Corp.
 1922 Electronic Arts
 1930 Novell
 1942 Texas Instruments
 2018 Ikegami Electronics (U.S.A.)
 2022 Image Club Graphics, Inc.
 2041 Intergraph Corp.

Booth Company Name

2044 MacOrchard, Inc.
 2045 Kennect Technology
 2052 Synex
 2054 nView Corp.
 2055 Benchmark
 2060 MacGuide Magazine
 2062 Schlumberger CAD/CAM
 2067 Fairfield Software
 2068 MACsetra Technologies Int'l
 2069 Carina Software
 2100 ERM, Inc./Electronic Liquidators
 2101 Cultural Resources Inc.
 2102 Berol USA
 2103 Aperture Technology, Inc.
 2104 VeloBind
 2106 Cambridge North America
 2108 Answer Software Corp.
 2111 Complete PC, The
 2114 Avery Commercial Prod. Div.
 2115 New Wave Executive Corp.
 2118 Computer Museum, The
 2120 Sumo Systems

Notes



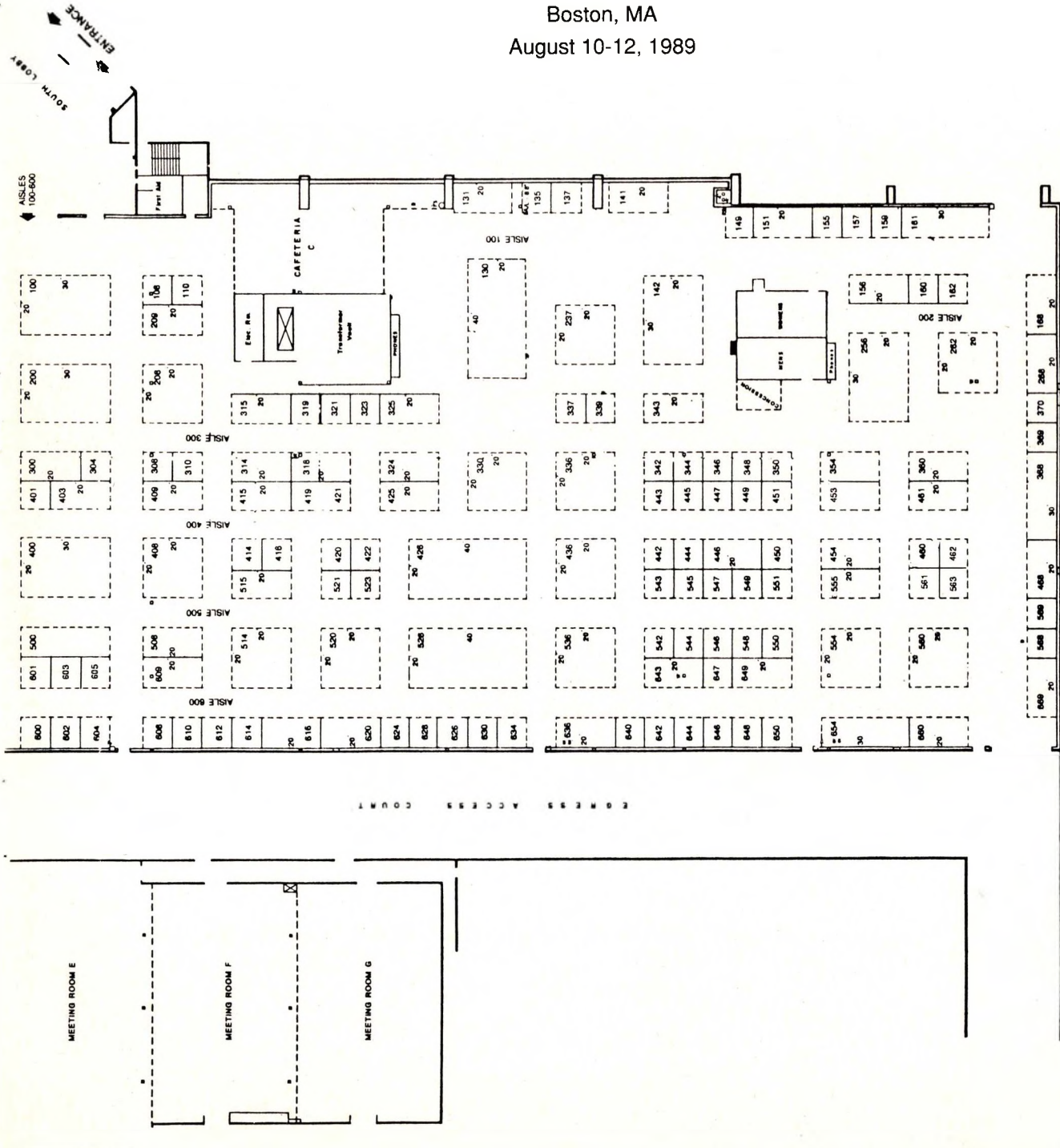
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BAYSIDE EXPOSITION CENTER

MACWORLD Expo

Boston, MA

August 10-12, 1989



Product List

Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
II cx Internal Disk Drive	5237 WTC	Artisan Pen Plotter (1020 series)	5151 WTC	Classkit™	346 BEC
II-Tall Stands	5503 WTC	Artroom CD-ROM	2022 BEC	ClearAccess	2067 BEC
'020' RailGun Accelerator	5227 WTC	ASCOM IV	319 BEC	ClickArt® Business Images	1522 BEC
'020' RailGun Accelerator Network Version	5227 WTC	Ashlar Vellum	520 BEC	ClickArt® Christian Images	1522 BEC
1MB x 8 SIMM	5762 WTC	Asset Manager	350 BEC	ClickArt® EPS Business Art	1522 BEC
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Printing Program		AutoREAD	5538 WTC	ClickArt® Laser Letters	1522 BEC
4MB x 8 SIMM	5762 WTC	Avery	2114 BEC	ClickArt® Letters	1522 BEC
4th Dimension	5320 WTC	Avery Labels	1518 BEC	ClickArt® Personal Graphics	1522 BEC
33/030 Accelerator II	554 BEC	BackFAX	409 BEC	ClickArt® Publications	1522 BEC
33/030 Accelerator IIx	554 BEC	Backup Power Source	5237 WTC	Client™	5556 WTC
256K x 8 SIMM	5762 WTC	Barneyscan 35mm Slide Scanner	1736 BEC	Clip Animations	130 BEC
600mb Rewritable Optical Subsystem	2120 BEC	Barneyscan Mac	1736 BEC	Clip Art 3D Software	256 BEC
650 Meg CD-ROM 24/8 bit Color Disc	1112 BEC	Barneyscan XP	1736 BEC	Clip Art CD ROMs	1106 BEC
650 Megabyte CD-ROM Clip-Art Disc	1112 BEC	BEAM mac	5334 WTC	Clip Charts	130 BEC
800K External Floppy Drive	521 BEC	BEAM mac2	5334 WTC	Clipables™: the EPS Graphics Library	443 BEC
2106 Laser Printer	1942 BEC	Bernoulli Box, The	408 BEC	ClipShare	1706 BEC
2115 Laser Printer	1942 BEC	Best Answer	5522 WTC	ClipSounds	130 BEC
68000 inc. Dash-30	5862 WTC	Big Picture, The®	5503 WTC	ClubMac	157 BEC
ABRA 2000	550 BEC	Big Picture Z21, The®	5503 WTC	Cobra 45e, 45MB External 3.5 Hard Disk Drive	1400 BEC
ABRATRAK	550 BEC	Big Picture Z21 IQ, The ®	5503 WTC	Cobra 45i, 45MB Internal 3.5 Hard Disk Drive	1400 BEC
Accounts Payable	1830 BEC	Binding Machines & Supplies	2104 BEC	Cobra 70e, 70MB External 3.5 Hard Disk Drive	1400 BEC
Accounts Receivable	1830 BEC	Bit Pad Plus ADB	5552 WTC	Cobra 70i, 70MB Internal 3.5 Hard Disk Drive	1400 BEC
AccuText™	5551 WTC	Black & White Movies	130 BEC	Cobra 100e, 100MB External 3.5 Hard Disk Drive	1400 BEC
A.C.E.: Access Control Environment	5570 WTC	BMUG PD/Shareware Disks	314 BEC	Cobra 100i, 100MB Internal 3.5 Hard Disk Drive	1400 BEC
Acta Advantage	5233 WTC	BMUG T-Shirts	314 BEC	Cobra 215e, 215MB External 3.5 Hard Disk Drive	1400 BEC
ADB Extended Keyboard	521 BEC	Book Cover Caser, Model 153	2104 BEC	Cobra 215i, 215MB Internal 3.5 Hard Disk Drive	1400 BEC
Adobe Collector's Edition	426 BEC	Business Publications	308 BEC	ColorCapture	5434 WTC
Adobe Illustrator 88™	426 BEC	Business Sense	1625 BEC	ColorFreeze-24	1621 BEC
Adobe Streamline™	426 BEC	C.A.T. 3	5504 WTC	Colorizer	135 BEC
Aldus Free Hand	1322 BEC	C++ Books	5261 WTC	ColorKit	5434 WTC
Aldus Page Maker	1322 BEC	C-Linda™	161 BEC	ColorMax Trinitron	5604 WTC
Aldus Persuasion	1322 BEC	Calendar Creator	647 BEC	ColorQuick Ink Jet Printer	706 BEC
AlisaTalk	636 BEC	Cambridge Z 88	2106 BEC	ColorSpace II	1710 BEC
Alisa TSSnet	636 BEC	Carbon Copy Mac	5639 WTC	ColorSpacefx	1710 BEC
American Discovery	209 BEC	Cases for Macintosh	648 BEC	ColorView plotter/printer (model 5913)	5151 WTC
American Liquid Lite	5862 WTC	Cash Ledger	5627 WTC	CompileIt!	5522 WTC
Anti-Glare Filters	5344 WTC	CD Audio Toolkit	446 BEC	Complete Half-page Scanner/ 400 for the Macintosh	2111 BEC
Anti-Virus Kit	1312 BEC	CD Caddies	1106 BEC	Complete HyperCard Handbook, The	5858 WTC
Aperture	2103 BEC	CD Companion Series: Beethoven's Ninth Symphony	446 BEC	Complete Page Scanner for the Macintosh	2111 BEC
Apple III-	5061 WTC	CD-ROM EndUser	5003 WTC	Complete Undelete	1312 BEC
Microprocessor/CPUs		CEP 100 Compression/ Expansion Board	5639 WTC	CompuServe Information Services	1644 BEC
Apple Parallel Printer Cables	414 BEC	CH-5000 Color Printer	5767 WTC		
Apple Serial Printer Cables	414 BEC	Chairman (Bulletin Board)	319 BEC		
AppleTalk Cables, Extenders & Connection Boxes	414 BEC	ChartSMARTS	1206 BEC		
AppleTalk Network System Overview	1530 BEC	CheckMark Payroll	5627 WTC		
Application Software	5265 WTC	Chorus™	161 BEC		
Artclips	1706 BEC	Cirrus 600 Magneto-Optical Disk Drive	5410 WTC		
Artfonts	1706 BEC	Cirrus Hard Drives	5410 WTC		
		Cirrus Removable Cartridge Drive	5410 WTC		

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Product List

Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
CompuServe Navigator	1644 BEC	Dimensions Interpreter - DXF	5828 WTC	Ehman Dual Page Monochrome Monitor	521 BEC
Computer Carry Bags	5657 WTC	Dimensions Interpreter - VersaCAD	5828 WTC	Electronic Whole Earth Catalog®, The	5565 WTC
Computer Currents Magazine	5520 WTC	Dimensions Presenter	5828 WTC	EMAC-20D	5120 WTC
Computer Dust Covers	5657 WTC	Dimensions Ray Trace	5828 WTC	EMAC 20DL, 40DL, 60DL, 80DL	5120 WTC
Computer Dustcover	318 BEC	Direct Mail™	368 BEC	EMAC-20SE, 40SE, 60SE	5120 WTC
ComputerClocks	318 BEC	DISCoasters	318 BEC	EMAC 60T	5120 WTC
ComputerEyes Video Digitizer	5663 WTC	DiskBook	1606 BEC	EMAC 201D, 401D, 601D, 801D, 1501D	5120 WTC
ComputeServer™	161 BEC	Diskettes-holders-accessories	911 BEC	EMAC Impact 60, Impact 80	5120 WTC
ComputeServer memory expansion	161 BEC	DiskFinder	1518 BEC	EMAC Impact 40, Impact 40 Plus	5120 WTC
ConcertWare+	209 BEC	DiskFit	5152 WTC	EMAC-MD2400	5120 WTC
ConcertWare+MIDI	209 BEC	Disk Wallets	5657 WTC	EndLink	445 BEC
CONNECT™ Professional Information Network	5651 WTC	Diskette Wallets	318 BEC	EndNote	445 BEC
Connection II and Dimension	654 BEC	Dollars and Sense	1625 BEC	EPSi	5005 WTC
Cooking with HyperTalk	5858 WTC	DOS Connect	1211 BEC	Erasable Optical Plus	5237 WTC
Cricket ColorPaint	5458 WTC	DOS Dial-In	1211 BEC	Ergotron Design Station, The	1417 BEC
Cricket Draw Master	5458 WTC	DOS Mounter	5204 WTC	Ergotron Workstation, The	1417 BEC
Cricket Graph Master	5458 WTC	Doubletime	549 BEC	ERIC CD-ROM database	450 BEC
Cricket Paint	5458 WTC	DoubleVision	2053 BEC	ESP-Executive Search and Placement	5655 WTC
Cricket Presents	5458 WTC	Douglas CAD/CAM	508 BEC	EtherPort	5628 WTC
Crystal Ball™	5882 WTC	Dr. Macintosh: Tips, Techniques, and Advice on Mastering the Macintosh	1530 BEC	EtherSC	5628 WTC
Crystal Paint	209 BEC	Drawing Table™	5565 WTC	Excel Database & Graphics 1.5 ver. Training Materials	5524 WTC
Crystal Quest w/Critter Editor	5570 WTC	DrawingBoard digitizer (2300 A Series)	5151 WTC	Excel Worksheet Skills 1.5 ver. Training Materials	5524 WTC
CrystalPrint Publisher	1906 BEC	Dream Machine I: The Visual Computer	446 BEC	Excellent Exchange	5522 WTC
Culture 1.0 - The Hypermedia Guide to Western Civilization	2101 BEC	Dream Machine II: Computer Dreams	446 BEC	ExecutivePad	318 BEC
Curator, The	409 BEC	Dream Machine Guide for DreamMachine I & II	446 BEC	Exotica-ROM	1106 BEC
Custom designed report covers	2104 BEC	Dreams®	5214 WTC	Expanse	1318 BEC
Daisy Wheel NT	5556 WTC	DTP Advisor™	5565 WTC	Expanse II	1318 BEC
Darkroom CD-ROM	2022 BEC	Dust Covers	625 BEC	Expanse II/SA	1318 BEC
DartCard	5762 WTC	Dust Covers	1635 BEC	Expanse II/SE30	1318 BEC
DATA™ (Decision Analysis)	155 BEC	Dynamac SE	5312 WTC	Expanse/30	1318 BEC
DAtabase™	368 BEC	DynoDex Paper	5001 WTC	Expanse NB4	1318 BEC
DataFrame	5152 WTC	DynoDex-The Instant Address Book	5001 WTC	Expanse NB4/SA	1318 BEC
Datamax	5265 WTC	E-Machines™ T16	5503 WTC	Expanse Plus	1318 BEC
Data Pad	339 BEC	E-Machines™ T19	5503 WTC	Expert Advisor: Adobe Illustrator	1530 BEC
DataPak	1710 BEC	E-Machines™ TX	5503 WTC	Exposure™	368 BEC
DaynaFile	5204 WTC	Econo Pad	339 BEC	Expressionist	342 BEC
DaynaMAIL	5204 WTC	Editor/Librarians	1808 BEC	ExpressWrite™	369 BEC
DaynaNet	5204 WTC	Educorp CD ROM 2.0	1106 BEC	Exstatix	447 BEC
DaynaTalk	5204 WTC	Ehman 20 MBV External Hard Drive	521 BEC	Extend	644 BEC
dBASE Mac	1332 BEC	Ehman 30+ MB External Hard Drive	521 BEC	Extender DialogHandler	1709 BEC
DeltaGraph	5452 WTC	Ehman 45+ MB External Hard Drive	521 BEC	ExtenderGrafPak	1709 BEC
Deluxe Recorder™	1922 BEC	Ehman 45 MG Cartridge Drive	521 BEC	Faces™	1619 BEC
Denon CD ROM Drive	1106 BEC	Ehman 60+ MB External Hard Drive	521 BEC	Family Matters	1207 BEC
Design/CPN	5528 WTC	Ehman 80+ MB External Hard Drive	521 BEC	Fast Forms	647 BEC
Design/IDEF	5528 WTC			Fast-Pad	1606 BEC
Design/ML	5528 WTC			FastNet Ethernet Connectivity Products	5128 WTC
Design/OA	5528 WTC			FastPath	5628 WTC
DesignWorks	5514 WTC				
Developers & Products Featured	5245 WTC				
Dicomed Imaginator II	711 BEC				
Digit-Art Volumes 1-15	2022 BEC				
Dimensions Design	5828 WTC				

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Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
FASTAT, Fast Statistics for the Mac	5052 WTC	HP 7475A Plotter	5427 WTC	IS/ADB graphics tablets; pointing devices	1636 BEC
FAXMAX	5265 WTC	HP 7550A Plotter	5427 WTC	Jetstream Tape Backup	5362 WTC
Federation 1.0	646 BEC	HP 7600 Series Electrostatic Plotter	5427 WTC	Job Cost	1830 BEC
Finale™	5625 WTC	HP DraftMaster II Plotter	5427 WTC	K-Spool	5628 WTC
FlexFAX 9624FD	545 BEC	HP DraftPro DXL Plotter	5427 WTC	Keyboard Pillow	318 BEC
FlexFAX 9624M	545 BEC	HP DraftPro EXL Plotter	5427 WTC	Keycap Fonts	2064 BEC
FlowMaster	447 BEC	HP PaintJet Color Graphics Printer	5427 WTC	KeyMaster-The Art Importer™	1619 BEC
Fluent Fonts 2.0	5570 WTC	HP ScanJet Plus Scanner	5427 WTC	KeyPlan	5233 WTC
Fluent Laser Fonts	5570 WTC	HyBase™	2108 BEC	KidsTime	209 BEC
Fontastic™ Plus	1619 BEC	HyBase™ with Reports	2108 BEC	Kieran	451 BEC
Fontographer®	1619 BEC	HyperCard Stack Design Guidelines	1530 BEC	Kodak Datashow 480 Projection Pad	5020 WTC
FontShare	1706 BEC	Hypercard Training Materials	5524 WTC	Kodak Datashow HR/M Projection Pad	5020 WTC
ForeRunner	5434 WTC	HyperComposer	1530 BEC	Kodak SV630 Interface Kit	5020 WTC
Forms Programmer	451 BEC	HyperDA	5233 WTC	Kodak SV5000 Video Transfer Stand	5020 WTC
FormSet Business Edition	5004 WTC	HyperGene	1824 BEC	Kodak SV5035 Slide/Video Transfer Unit	5020 WTC
Formulator	5211 WTC	HyperImage™	5551 WTC	Kodak SV6500 or SV6510 Color Video Printer	5020 WTC
For The Record	442 BEC	Hyper Link Magazine	5663 WTC	Kodak SV7400 Still Video Recorder	5020 WTC
Fortran Vectorizer	161 BEC	HyperScript	1010 BEC	Kodak SV7500 Still Video Multidisk Recorder	5020 WTC
FractionMaker Plus	137 BEC	Hypersource Micro™	151 BEC	Kodak SV9600 Still Video Transceiver	5020 WTC
FRAME mac	5334 WTC	HyperTalk: The Book	5858 WTC	Kodak XL7700 Digital Continuous Tone Printer	5020 WTC
Freedom of Press	5011 WTC	HyperTMON	5211 WTC	L-View	5604 WTC
FreeForm	5004 WTC	HyperTools™ #2	5556 WTC	La Cie Furniture Systems for the Macintosh	5410 WTC
FS100 File Server	554 BEC	HyperTutor	647 BEC	La Cie Post Script-compatible Page Printer	5410 WTC
Full Impact	1332 BEC	HyperX	5542 WTC	La Cie Utilities™ utility software	5410 WTC
FullWrite Professional	1332 BEC	ICON-IT!	1706 BEC	Lab-NB	5221 WTC
GatorBox	415 BEC	IDD Plotter Driver	5214 WTC	Lab-SE	5221 WTC
GEMINI 020/030 card	549 BEC	IDD Symbol Library	5214 WTC	LabDriver	5221 WTC
General Ledger	1830 BEC	Image I Speed Pad®	339 BEC	Labels	1518 BEC
Generic CADD Level 1, ver.1.1	237 BEC	Image II Speed Pad®	339 BEC	LabView 2	5221 WTC
Genesis 6000 Rewritable Optical Drive	2068 BEC	Image Club Typeface Library	2022 BEC	LAN Workplace for Macintosh	5628 WTC
GOfer	403 BEC	Image Folio Software	256 BEC	LANDesign	5334 WTC
GPB-422CT	5221 WTC	Image Grabbers	5670 WTC	Language Systems Fortran	419 BEC
Grant Manager	445 BEC	ImageCopyDA™	5551 WTC	LapLink Mac	640 BEC
GraphicPad	318 BEC	Imagewriter II case	648 BEC	Laser Labels	1518 BEC
Gray Scale Display Adapter	5604 WTC	Infinity 40 Turbo	330 BEC	LaserColor	1106 BEC
Halls of Montezuma	131 BEC	Infinity 40 Twin	330 BEC	LaserFeeders	5142 WTC
Hard/Mobile 42 Plus	5237 WTC	Informed Designer	323 BEC	LaserMax 1000	1022 BEC
Hard Plus	5237 WTC	Informed Manager	323 BEC	LaserServe	1300 BEC
Hardtops!	624 BEC	Informix	1010 BEC	LaserServer	5556 WTC
HFS Backup 3.0	5362 WTC	InfoWorld	315 BEC	LaserStor™ Erasable for Macintosh	526 BEC
Hi-Top	5168 WTC	Inhouse Complete '88	5724 WTC	LaserStor™ for Macintosh	526 BEC
Hidden Agenda	1207 BEC	Inix	310 BEC	Lasertalk	620 BEC
High Trek	5664 WTC	Inkless™ + Turbo® Mouse Pads	337 BEC	Letterpress CD-ROM	2022 BEC
HiPerformance External Hard Drives	5770 WTC	Inside AppleTalk	1530 BEC		
HiPerformance Internal Hard Drives	5770 WTC	Inside Macintosh Volumes I-V	1530 BEC		
HiPerformance Removable Media Drives	5770 WTC	Inspiration 2.0	921 BEC		
HiPerformance Tape Drives	5770 WTC	Instant-Expert™ 2.0	348 BEC		
Hot Knife binding machine, Model 323	2104 BEC	Instant-Expert Plus™	348 BEC		
How to Form Your Own New York Corporation, Software edition	442 BEC	Intelligent Image and Text Scanners	336 BEC		
		Interfax	5120 WTC		
		Intersect CD-ROM Reader	256 BEC		
		Inventory and Purchase Order	1830 BEC		

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Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
Liaison	1300 BEC	MacinStor 320 (internal)	526 BEC	MacScanColor™	5639 WTC
Librarians	1808 BEC	MacinStor 345 (internal)	526 BEC	MacScanPro™	5639 WTC
LightFax 9624	1621 BEC	MacinStor 345-HCV (external)	526 BEC	MacSElerator	5762 WTC
Lightspeed C Book	5261 WTC	MacinStor 650-HCV (external)	526 BEC	MacServe	1300 BEC
Lightspeed Color Layout System	711 BEC	MacInTax 1040	5004 WTC	MacShapes	5334 WTC
LightWriter	5054 WTC	MacInTax 1065	5004 WTC	MacSMARTS	1206 BEC
Linda™	161 BEC	MacInTax 1120	5004 WTC	MacSMARTS Professional	1206 BEC
LocalTalk - LT200-MC	554 BEC	MacInTax 1120S	5004 WTC	MacSnap Memory	5128 WTC
LocalTalk - LT200-PC	554 BEC	MacInteriors	1824 BEC	Enhancement Products	
LookingGlass	5054 WTC	Macintosh II Monitor Stand	5344 WTC	MacSPIRS™ search software	450 BEC
M.A.U.G.: CompuServe's	1644 BEC	Macintosh II Stand and Cables	5344 WTC	for CD-ROM	
forums for Macintosh users		Macintosh II-used	5061 WTC	MacStack 2"	5168 WTC
Mac II Extension Cables	1417 BEC	Macintosh Bible, The	149 BEC	MacSync Color Monitor	256 BEC
Mac II Muzzle, The	1417 BEC	Macintosh Bible book/disk	149 BEC	MacTech Quarterly	5062 WTC
Mac II Workstation, The	1417 BEC	combination, The		MacTilt II	1417 BEC
Mac II/Ix Transport System	648 BEC	Macintosh Bible Disk, The	149 BEC	MacTilt Plus	1417 BEC
Mac IIcx Transport System	648 BEC	Macintosh Cases	648 BEC	MacTilt SE	1417 BEC
Mac Architrion and Architrion II	5866 WTC	Macintosh Library Books	5261 WTC	MacVLSI	5024 WTC
Mac'langelo	1412 BEC	Macintosh Orientation Training	5524 WTC	Macworld Magazine	1306 BEC
Mac Luggage	1413 BEC	Materials		Magic 45 Meg Removable	5227 WTC
Mac Mate	5237 WTC	Macintosh Plus-used	5061 WTC	Drive	
Mac-My-Day Poster	1635 BEC	Macintosh Programming Primer	1530 BEC	Magic 600 Meg Optical	5227 WTC
Mac Plus/SE case	648 BEC	Macintosh SE-used	5061 WTC	Read/Write/Erasable Drive	
Mac SE Muzzle, The	1417 BEC	Macintosh Software	5262 WTC	Magic Combination Dual	5227 WTC
Mac/Series Six Plus	5146 WTC	Macintosh Video News	5065 WTC	Drive	
Mac TAG	649 BEC	MacInUse	5004 WTC	Magic Modem 2400	5227 WTC
Mac TAPE 8MM Connection	1314 BEC	Macinvoice™	2052 BEC	Magic SCSI Hard Drives	5227 WTC
Mac TAPE 9 Track Connection	1314 BEC	MacIrma	1618 BEC	Magic View B&W Monitors	5227 WTC
Mac Works Plus Emulation	5061 WTC	MacKern	5211 WTC	and Video Cards	
Software		MacKnowledge	401 BEC	Magic View Color Video and	5227 WTC
MacAcademy Videos and Live	5864 WTC	MacLink	5133 WTC	Display Cards	
Training		MacLink Plus/PC	5133 WTC	Mail Mate/QM	636 BEC
MacAttire	5664 WTC	MacLink Plus/Translators	5133 WTC	Mail Order	1540 BEC
MacBottom Hard Disk Drives	5362 WTC	MacLink Plus/Wang OIS	5133 WTC	Mail Order	5609 WTC
MacBRAVO!	2062 BEC	MacLink Plus/Wang VS	5133 WTC	MakeTest®	346 BEC
MacBusiness Journal	1907 BEC	MacLite	5168 WTC	Manage That! Project	1909 BEC
MacCache (Mac II Memory	5762 WTC	MacMainFrame Series	5102 WTC	Scheduling	
Cache)		MacPhoneBook™	2052 BEC	MapMaker 4.0	447 BEC
MacCache	5762 WTC	MacPlot	1824 BEC	Marathon Workstation	5128 WTC
MacCalc	5504 WTC	MacPlot Professional	1701 BEC	Performance Products	
Maccelerate	1412 BEC	MacPrint 1.1	5662 WTC	Master Tuner	159 BEC
MacChassis	818 BEC	MacPro™	543 BEC	Mastering Macintosh Excel 2	5858 WTC
MacCOM	818 BEC	MacQuick II (Mac II	5762 WTC	Mathematica	156 BEC
MacConverter	818 BEC	Accelerator)		MathGraph	5024 WTC
MacDraft	5214 WTC	MacQuick IIx (Mac IIx	5762 WTC	MathSci™ Disc on CD-ROM	450 BEC
MacDrums	5625 WTC	Accelerator)		MathType 2.0	137 BEC
MacEnvelope™ 4.1	2052 BEC	MacQuick SE-030 (Mac	5762 WTC	Max 1	5265 WTC
MacEnvelope Plus™	2052 BEC	SE/30 Accelerator)		Max 2	5265 WTC
MacIdris	131 BEC	MacQwerty	649 BEC	Max 4	5265 WTC
MacImage™	5551 WTC	MacRecorder 2.0	1506 BEC	Max 6	5265 WTC
MacInker	1621 BEC	MacroMind Accelerator	130 BEC	MaxNotes	636 BEC
MacinStor 90 (internal)	526 BEC	MacroMind CD-ROM	130 BEC	MaxStream	5812 WTC
MacinStor 90-ZFP (zero	526 BEC	MacroMind Director	130 BEC	Maynstream	142 BEC
footprint external)		MacroMind Director, Interactive	130 BEC	McCAD Electronic Design	5164 WTC
MacinStor 175-ZFP (zero	526 BEC	Toolkit		Systems (EDS)	
footprint external)		MacroMind HyperCard Driver	130 BEC	McCAD Gerber Translator	5164 WTC
MacinStor 320-HCV (external)	526 BEC	MacScan	5639 WTC	McCAD Gerber View	5164 WTC

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Product List

Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
McCAD PCB-1	5164 WTC	Montage FR1 Film Recorder	5139 WTC	NXMAC-VSE-2	5330 WTC
McCAD PCB-ST	5164 WTC	More II	5104 WTC	NXMAC-VSE-D (dual page display)	5330 WTC
McCAD Schematics	5164 WTC	MoreCare™	5503 WTC	NXMAC-VSE-F (full page display)	5330 WTC
McCAD Schematics-D.S.	5164 WTC	Mountain Lake B-tree	346 BEC	Official MacWrite II Handbook	5858 WTC
Medline® on SilverPlatter CD-ROM database	450 BEC	Mouse Cleaner 360	1417 BEC	Olympia printers	5061 WTC
Memberships in BMUG	314 BEC	Mouse Pads	339 BEC	On Cue	5211 WTC
MemChips™	2055 BEC	Mouse Pads	624 BEC	Oracle for 4th Dimension	1718 BEC
Mercury Series	549 BEC	Mouse Pads (customized)	339 BEC	Oracle for Macintosh	1718 BEC
MetaDesign	5528 WTC	Mouseway	5344 WTC	Order Entry with Point of Sale Invoicing	1830 BEC
MGMStation CAD.CAM	5659 WTC	MPW Simulator	161 BEC	OSH-ROM database on CD-ROM	450 BEC
Micro Dynamics MARS	5134 WTC	MS-290 Laser Scanners & Interfaces	5619 WTC	P.S.I. Disk Subsystem	1314 BEC
Micro Planner (Verion 6)	1701 BEC	Multi Ad Creator	1909 BEC	PacerGraph	5613 WTC
Micro Planner X-Pert	1701 BEC	Multi-Ad Creator	5724 WTC	PacerLink	5613 WTC
microExplorer	1942 BEC	MultiClip	1706 BEC	PacerPost	5613 WTC
MicroGrid II ADB	5552 WTC	MultiLedger	5627 WTC	PacerPrint	5613 WTC
MicroNet/Max High Capacity Series	5534 WTC	MultiNet II-Expansion System	5237 WTC	PacerShare	5613 WTC
MicroNet Removable Cartridge Series	5534 WTC	Multiport Data Switches	414 BEC	PacerTOPS	5613 WTC
MicroNet Stack Hard Disk Series	5534 WTC	MultiScreen	626 BEC	PageSMARTS	1206 BEC
MicroNet Tape Backup Series	5534 WTC	MultiSync 3D Color Monitor	256 BEC	PageView	5604 WTC
MicroPhone II version 3.0	1500 BEC	MultiSync Plus Color Monitor	256 BEC	PanChroma Color Printer	1621 BEC
Microsoft Excel	5509 WTC	MultiSync XL Color Monitor	256 BEC	Panorama	168 BEC
Microsoft File	5509 WTC	MusicProse™	5625 WTC	Panther™ PDX Printer	514 BEC
Microsoft Office	5509 WTC	MX Controller	1022 BEC	Parallel Processing	161 BEC
Microsoft Powerpoint	5509 WTC	MyDisk Labeler	1518 BEC	Payroll	1830 BEC
Microsoft Quickbasic	5509 WTC	NS8/16	1412 BEC	Payroll	5627 WTC
Microsoft Word	5509 WTC	National Gallery of Art Laserdisc and LaserGuide™, The	446 BEC	Payroll Partner	5522 WTC
Microsoft Works	5509 WTC	NB-A2000	5221 WTC	PC-380/385 Bar Code Reader	5619 WTC
Microtech 68020 Accelerator Board	100 BEC	NB-DMA2800	5221 WTC	PC-508/585 Magnetic Stripe (Credit Card) Reader	5619 WTC
Microtech 68030 Design Board	100 BEC	NB-GPIB	5221 WTC	PC-685 RS-232 to ADB Input Converter	5619 WTC
Microtech 68882 Accelerator Board	100 BEC	NB-M10-16X	5221 WTC	PC-3800/3850 Combination Mag. Stp./Br. Cd. Reader	5619 WTC
Microtech Memory Expansion Kits	100 BEC	NB-PRL	5221 WTC	PC-5800 Series Mag. Stp. Encoder/Verifier	5619 WTC
Microtech R45, Removable Hard Disk	100 BEC	Neotech Image Grabbers	5670 WTC	PC Tool Kits	414 BEC
Milo	5024 WTC	NetBridge	1211 BEC	PC Viewer	546 BEC
MindWrite	5452 WTC	NetModem	1211 BEC	pcAnywhere III	319 BEC
MindWriteExpress	5452 WTC	NetSerial	1211 BEC	pcMACTERM	319 BEC
MinuteMan interruptible power supplies	1838 BEC	NetWare	1930 BEC	pcMACTERM/Network	319 BEC
miroGRAPH CHROMA Series	262 BEC	NetWare: user orientation training materials	5524 WTC	PCPC 32-bit Graphic Card	5362 WTC
miroGRAPH PENCIL Series	262 BEC	NetWay 1000	325 BEC	PCPC HD-20 WSI	5362 WTC
miroGRAPH PRISMA Series	262 BEC	NetWay 2000	325 BEC	PCPC I HD Series Internal Drives	5362 WTC
miroGRAPH PRISMA II Series	262 BEC	Network Manager	1830 BEC	PCPCII 8-bit Color Graphics Systems	5362 WTC
MocroStation Mac	2041 BEC	Nisus	649 BEC	PCPCII/24 Color Graphic System	5362 WTC
Mobil 42 Plus	5237 WTC	NoRad Radiation/Glare Shield	642 BEC	PD 310	5168 WTC
Model 730GS	5551 WTC	Nova External Hard Disk Drive Series	100 BEC	PD ROM II	314 BEC
Model 830ADF	5551 WTC	Nova Internal Hard Disk Drive Series	100 BEC	PD/Shareware software	1106 BEC
Model One Eleven binding system	2104 BEC	Nova T60/T150 Tape Backup Systems	100 BEC	Perceive™	5625 WTC
ModelShop	5024 WTC	NSIMX8	1412 BEC	Peripheral Equipment	5420 WTC
Modern Artist 2.0	1621 BEC	NuLink™	5633 WTC		
		NumberMaze	209 BEC		
		NuVision	449 BEC		
		NuVista™	536 BEC		
		NXMAC-4 (memory expansion)	5330 WTC		

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Product List

Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
Personal VeloBinder binding system	2104 BEC	Programmer's Extender Volume Two	1709 BEC	RISC	161 BEC
Personal Writer, inc.	5862 WTC	Programmer's Online Companion	1530 BEC	RX Series of Internal Hard Disk Drives from 20MB to 140MB capacity	1400 BEC
Peterson's College Database on CD-ROM	450 BEC	Programming Books	5261 WTC	Sabre 8" Disk Drives	5621 WTC
Phaser and ColorQuick	706 BEC	Project Exchange	1701 BEC	SBT Database Accounting Library	5146 WTC
PhoneNet CheckNet	1506 BEC	Promodem	401 BEC	ScanMan™ Hand-Held Scanner	5516 WTC
PhoneNet Connection Boxes and Adaptors	414 BEC	Pro Plus Accounting	5466 WTC	Scanmaster	804 BEC
PhoneNet Connectors	1506 BEC	Pro-Tech®	420 BEC	Scanmaster II	804 BEC
PhoneNet Repeater	1506 BEC	PsycLIT CD-ROM database	450 BEC	Scanmaster 35	804 BEC
PhoneNet Starcontroller	1506 BEC	Publication	2060 BEC	SC-7500 Full Color Image Scanner	268 BEC
PhoneNet to LocalTalk Adaptor Cables	1506 BEC	Public Domain Software for Macintosh	609 BEC	SCI/Data Shield	5862 WTC
PhotoMac	5434 WTC	QT-Backup™ V 2.0	5633 WTC	Scion Image Capture 2 Board	5666 WTC
PICT Detective	135 BEC	QT-Mac 40™	5633 WTC	ScreenRecorder	1506 BEC
Picture Pad	1606 BEC	QT-Mac 80™	5633 WTC	ScriptEN	1906 BEC
PictureBase	5233 WTC	QT-Mac 150™	5633 WTC	SCSI Host Adaptor	5237 WTC
Pinnacle Micro, Inc. - REO-650	5862 WTC	QUED	649 BEC	SCSI System and Peripheral Cables	414 BEC
Pixelmaster	804 BEC	QUED/M	649 BEC	SCSI Terminators	414 BEC
PixelPaint	5152 WTC	QuickCapture	5434 WTC	SE Internal Disk Drive	5237 WTC
PL 310	5168 WTC	QuickDEX 1.4a	5570 WTC	Sector Collector	1312 BEC
Platinum M2-1.2GB	5168 WTC	Radius Accelerator 16	5304 WTC	Self-study audio training courses for PC's and Software	820 BEC
Plain & Simple One-Write Accounting	1830 BEC	Radius Accelerator 25	5304 WTC	Sentinel	5152 WTC
PLI - Drives	5862 WTC	Radius Color Display	5304 WTC	Sequelink	141 BEC
PlotMaster plotter/printer	5151 WTC	Radius DirectColor Series	5304 WTC	Shadow	310 BEC
Plotter NT	5556 WTC	Radius Full Page Display System	5304 WTC	Shadowgraph Gray Scale & Monochrome Systems	5362 WTC
PLUS	1706 BEC	Radius Gray Scale Display System	5304 WTC	Shareware Software for Macintosh	609 BEC
PLUS Series of External Hard Disk Drives	1400 BEC	Radius GS/C Video Interface	5304 WTC	Shinko Thermal Tranfer Color Printers	268 BEC
POS-1M	350 BEC	Radius Two Page Display System	5304 WTC	Shuffle-44™	2055 BEC
Posters	1635 BEC	Rags to Riches Accounts Payable	5504 WTC	Shuttle-II™	2055 BEC
PostScript Typefaces	1906 BEC	Rags to Riches Accounts Receivable	5504 WTC	SiCLONE - Accelerators	5862 WTC
PostScript Typefaces	5009 WTC	Rags to Riches General Ledger	5504 WTC	SilentWriter LC890XL	256 BEC
Power Control Centers	5237 WTC	Rags to Riches Inventory	5504 WTC	SilverLining™	5410 WTC
Power Tree Line	5344 WTC	Rags to Riches Professional Billing	5504 WTC	hard-disk-management utility software	
PowerCADD™, Entire Product Line	5162 WTC	Rapport and Drive 2.4	2045 BEC	SilverPlatter™	5410 WTC
Powerchute for Appleshare	650 BEC	RasterOps - video products	5862 WTC	serial-device-sharing utility software	
Powerchute for SCO Xenix	650 BEC	Reach the Stars	131 BEC	SilverServer™ modem	5410 WTC
PowerDraw™ 3.0	5162 WTC	READ-IT! OCR Personal	1706 BEC	SilverView	5604 WTC
Powermax 450VA	5265 WTC	READ-IT! OCR for any scanner	1706 BEC	SIMM Memory	5227 WTC
Precision	810 BEC	Regard for the Planet laserdisc	446 BEC	Smack-a-Mac!	1635 BEC
Preference Hard Disk AP	716 BEC	Rendezvous	1563 BEC	Small Business Accounting System	5522 WTC
Print Pad	1606 BEC	REO - 650	514 BEC	Smart Art I	620 BEC
Printer NT	5556 WTC	REO - 1300	514 BEC	Smart Art II	620 BEC
Printers Inc.	1830 BEC	REO - 1600	514 BEC	Smart Art III	620 BEC
ProArt - Professional Art Library	5724 WTC	Replica	1300 BEC	SmartCard ADB Memory Card Encoder Reader System	5619 WTC
Professional Extender GrafPak	1709 BEC	Report Covers	2104 BEC	SmartScrap & The Clipper version 2.0	409 BEC
Professional Plus MIDI Interface	1808 BEC	RetixMail	5761 WTC	Sociofile CD-ROM database	450 BEC
Professional Programmer's Extender	1709 BEC	Retriever™	369 BEC	SoftPC	600 BEC
Programmer's Extender Volume One	1709 BEC	Retrospect	5007 WTC		

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Product List

Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
Software CD database on CD-ROM	450 BEC	SuperSpool & Super Laser Spool	5152 WTC	Trendware XCAL™	5556 WTC
Software Encyclopedia	1106 BEC	Swift 3 1/2" Disk Drives	5621 WTC	Trueform™	426 BEC
Software Engineering Books	5261 WTC	Swivel 3D 1.1	5024 WTC	Truvel - Scanners	5862 WTC
Software Learning System	339 BEC	Symantec Anti-Virus for Macintosh (SAM)	5104 WTC	Tuner	159 BEC
Software Reference Cards	339 BEC	Symantec Utilities for Macintosh (SUM™)	5104 WTC	Turbo 20, 30, 50, 70, 91, 160, 300, 638 drives	330 BEC
Sonar 5.0 Text Retrieval System	5544 WTC	SYSTAT Version 3.2	5052 WTC	Turbo Floppy	330 BEC
Sonar Professional 3.0 Text Retrieval System	5544 WTC	System Saver Line	5344 WTC	Turbo Mouse/Turbo Mouse ADB	5344 WTC
Sony Blank Disks	1106 BEC	System XCI Products	554 BEC	Turbo PS/300	5157 WTC
Sound Accelerator	5025 WTC	T-35BWC, 35mm Slide Scanner	5167 WTC	Turbo PS/400	5157 WTC
SPAMM - System Program or Accelerated Macintosh Mathematics	5504 WTC	T-800, Flatbed Scanner	5167 WTC	TurboBack	330 BEC
Spectrum 24	5152 WTC	Tax Planner	5004 WTC	TurboBridge	1730 BEC
Spectrum 8 Series II	5152 WTC	Tax Templates	5522 WTC	TurboCache	330 BEC
Speed Pad® I	339 BEC	TCL-Image	449 BEC	TurboNet	1730 BEC
Speed Pad® II	339 BEC	Teach Yourself Excel	5538 WTC	TurboNet ST	1730 BEC
SpeedLink/SpeedTalk	5120 WTC	Teach Yourself HyperCard	5538 WTC	TurboOptimizer	330 BEC
SpeedLink/SpeedTalk	5120 WTC	Teach Yourself HyperTalk	5538 WTC	TurboSpool	330 BEC
SPIKE SurgeProtectors (Spike Sr., Spike Jr., Spike, Spike 3, & Spike 6)	414 BEC	Teach Yourself Microsoft Word	5538 WTC	TurboStar	1730 BEC
SPORT Discus database on CD-ROM	450 BEC	Teach Yourself PageMaker	5538 WTC	TV Producer	1621 BEC
SpringBoard Publisher	1207 BEC	Teach Yourself Quark XPress	5538 WTC	Twinaccess Protocol Converters	5564 WTC
SpringBoard Publisher Templates	1207 BEC	TechFonts	649 BEC	TypeFaces	5009 WTC
SPSS for the Macintosh	616 BEC	TeleBridge	1211 BEC	TypeStyler™	5565 WTC
SS-80 Disk Case	1106 BEC	TeleMax-1	5265 WTC	TZ-3BWC Scanner	5167 WTC
Stack Cleaner™	5556 WTC	TeleMax-4	5265 WTC	TZ-3BWCT Scanner	5167 WTC
Stack Exchange	5522 WTC	TeleNode	5556 WTC	TZ-3X, X-ray Film Scanner	5167 WTC
Statistical Macro Package	5522 WTC	Temporary Personnel Services	5643 WTC	Understanding Computer Networks	1530 BEC
STELLA® Software for Business	1707 BEC	TextScan™	5639 WTC	UniPak	1710 BEC
STELLA® Software for Education	1707 BEC	Theorist	342 BEC	Universal Copy Stand	5344 WTC
STELLA® Stack	1707 BEC	Think C	5104 WTC	UPCA PostScript Bar Code Font	5619 WTC
StereoOptic™	5503 WTC	Think Pascal	5104 WTC	UPS 110 SE	650 BEC
StickyBusiness	1518 BEC	THS-2200™	5633 WTC	UPS 330 XT	650 BEC
StrataVision™ 3D	5758 WTC	TIB, Truvel image buffer box	5167 WTC	UPS 450 AT	650 BEC
Studio/1™	1922 BEC	Tilt/Swivel	5344 WTC	UPS 520 ES	650 BEC
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Studio/8™	1922 BEC	Timbuktu Remote	1506 BEC	UPS 800RT	650 BEC
Studio Plus Two MIDI Interface	1808 BEC	Time Masters	209 BEC	UPS 1200VX	650 BEC
Sun Remarketing Product Catalog	5061 WTC	Timeslips III	5219 WTC	USA Memory Expansion Card - Hardware	5061 WTC
SuperBase	5344 WTC	TMON Professional	5211 WTC	USA SCSI Card - Hardware	5061 WTC
SuperCard Exchange	5522 WTC	TopFlight	5434 WTC	USA/XL - microprocessor/ CPUs	5061 WTC
SuperGlue II	409 BEC	Top Honors	1207 BEC	User Group	5027 WTC
SuperMac High Performance Color Monitors	5152 WTC	Toshiba Macintosh Driver	5404 WTC	Utility Pacs	624 BEC
SuperMac High Performance Greyscale Monitors	5152 WTC	Traffic Watch	1506 BEC	ValueWare™	368 BEC
SuperMac High Performance Monochrome Monitor	5152 WTC	Trainer's Kit for 4th Dimension	5538 WTC	Van Gogh Revisited laserdisc and guide	446 BEC
SuperMax	5265 WTC	Trainer's Kit for HyperCard	5538 WTC	Vantage™	308 BEC
		Trainer's Kit for Microsoft Excel	5538 WTC	Varietyper VT-600 Laser Printer	1631 BEC
		Trainer's Kit for Microsoft Word	5538 WTC	Vellum	520 BEC
		Trainer's Kit for PageMaker	5538 WTC	Verimage	568 BEC
		TransLink	1600 BEC	Videotrax Video Modem	542 BEC
		Transputer	161 BEC	VideoWorks II	130 BEC
		Trapeze	5452 WTC	View II Video Boards	5237 WTC
		Traveler Disk Carrier	1606 BEC		
		Travelers Series Computer Luggage	318 BEC		

BEC indicates Bayside Exposition Center WTC indicates World Trade Center

Product List

Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
View Frame ILI + 2	2054 BEC	VP-Expert/Mac	2064 BEC	Works of Art - Laser Art	1207 BEC
Viking 2 Gray Scale Monitor	5634 WTC	Wallaby Laptop System	5019 WTC	Works of Art - Laser Fonts	1207 BEC
Viking 2 Monochrome Monitors	5634 WTC	Wall Street Investor	5466 WTC	WorkXchange	5522 WTC
Viking 21 Color Monitor	5634 WTC	Wild Things	419 BEC	Wren 5 1/4" Disk Drives	5621 WTC
Viking 2400 Monochrome Monitor	5634 WTC	Willmaker	442 BEC	WriteNow for Macintosh™ version 2.0	1522 BEC
Virex®	344 BEC	Wingz	1010 BEC	Xerox 7650 Scanner	1631 BEC
Vision Sequencer	1808 BEC	Wingz Books	5261 WTC	XP-380/XP-385 Portable Bar Code Reader for all Macintosh Computers	5619 WTC
Visual Tuner	159 BEC	Word 4.0 Training Materials	5524 WTC	XTree Mac	816 BEC
Vivid Impressions	5570 WTC	Word 4.0 Level One Training Materials(Adv.)	5524 WTC	Z88	2106 BEC
Voice Navigator	324 BEC	Word 4.0 Level Two Training Materials(Adv.)	5524 WTC	ZBasic 5.0	5514 WTC
Voyager 3033	549 BEC	Word Finder	403 BEC	Zebra, line art image enhancement board	5167 WTC
Voyager VideoDisc Accessory Series	446 BEC	WordMaker	547 BEC		
Voyager VideoStack	446 BEC	WordPerfect for the Macintosh	5112 WTC		

Notes

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_____	_____	2	Apple Technology Extravaganza	_____	_____	55	Emerging Technology Update
_____	_____	5	Applications for Your Classroom	_____	_____	56	Multimedia Tips for Teachers
_____	_____	6	Getting Started on Your Mac	_____	_____	57	Hardware/Software/Services for the Small Business
_____	_____	7	Groupware and the Modern Office	_____	_____	58	Insider's Tips on Telecommunications
_____	_____	13	Networking on Campus	_____	_____	62	What Does System 7.0 Software Mean For The Future?
_____	_____	14	Support from Apple (And How to Get It!)	_____	_____	63	Maintaining Security in a Multi-User Environment
_____	_____	15	The Multi-Media Mac	_____	_____	64	The Mac in the Law Office
_____	_____	16	The MS-DOS/Mac Connection	_____	_____	65	Great Graphics Tips!
_____	_____	17	The Database Status Report	_____	_____	67	The Corporate Database
_____	_____	18	Desktop Publishing Power Tools	_____	_____	71	Macintosh Allegro Common Lisp Report
_____	_____	22	Customizing Your Mac	_____	_____	72	Mac Productivity Tools
_____	_____	23	Corporate Networking, Part 1	_____	_____	73	CAD on the Mac
_____	_____	24	International Mini-Symposium, Part 1	_____	_____	74	HyperCard Tips and Tricks
_____	_____	25	The C++ and MPW Report	_____	_____	75	The Outlook for Desktop Publishing
_____	_____	26	Desktop Video: Who's Doing What, & How?	_____	_____	76	Using Multimedia to Solve Business Problems
_____	_____	27	Tips and Tricks for Desktop Presentations	_____	_____	79	MUSE, Pt 2- Running a User Group
_____	_____	31	Animation Wizardry	_____	_____	80	Education User Roundtable
_____	_____	32	Corporate Networking, Part 2	_____	_____	81	Keynote Session: Alan Kay
_____	_____	33	International Mini-Symposium, Part 2	_____	_____	82	Apple Technology Extravaganza, Part 3
_____	_____	34	MPW/MacApp Update, Part 2	_____	_____	85	HyperCard in Education
_____	_____	35	What's New in Desktop Presentations	_____	_____	86	Prospering with Fewer People
_____	_____	36	50 Practical Tips for Business Users	_____	_____	87	Friendly Guide to HyperCard
_____	_____	39	Corporate User Roundtable	_____	_____	88	Mac-to-Mac Connectivity Update
_____	_____	40	MUSE, Pt 1 - What's New & Exciting on the Show Floor!	_____	_____	89	Getting Started with Databases
_____	_____	41	Keynote Session: Jean-Louis Gasse	_____	_____	93	The Educator's Quest for Apple Support
_____	_____	42	Apple Technology Extravaganza, Part 2	_____	_____	94	Tips for Growing Your Business
_____	_____	45	Hot Mac-VAX Trends	_____	_____	95	The Graphics Outlook
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_____	_____	49	Getting Started in Desktop Publishing	_____	_____	102	Home Office/Small Business User Roundtable
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Product List by Category

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Software Business

1st Aid Software	1312 BEC
Aapps Corp.	368 BEC
Abra MacDabra Software Co.	550 BEC
Adobe Systems, Inc.	426 BEC
Altsys Corp.	1619 BEC
Ana Matrix	348 BEC
Aperture Technology	2103 BEC
Articulate Systems, Inc.	324 BEC
Ashlar, Inc.	520 BEC
Ashton-Tate	1332 BEC
Bravo Technologies, Inc.	5509 WTC
Broderbund Software	5565 WTC
C.A.R., Inc.	443 BEC
Caere Corp.	354 BEC
Casady & Greene	5570 WTC
Ceres Software, Inc.	921 BEC
Chang Labs	5504 WTC
Checkmark Software	5627 WTC
Chisholm	5054 WTC
Chorus Supercomputer	161 BEC
Clair Corp.	5262 WTC
Cognition Technology	1206 BEC
Custom Applications, Inc.	5011 WTC
Dantz Development Corp.	5007 WTC
DeltaPoint, Inc.	5452 WTC
Disini Software	634 BEC
Educorp	1106 BEC
Electronic Arts	1922 BEC
Emerald City Software	620 BEC
Excelan	5628 WTC
Exodus Software	369 BEC
FairField Software	2067 BEC
Farallon Computing	1506 BEC
Federation of International Distributors	646 BEC
FlipTrack Learning Systems	820 BEC
Generic Software, Inc.	237 BEC
Great Plains Software	1830 BEC
Heizer Software	5522 WTC
Hewlett-Packard Co.	5427 WTC
High Performance Systems, Inc.	1707 BEC
Human Intellect Systems	348 BEC
HyperLink Magazine	568 BEC
Imagine That, Inc.	644 BEC
InFocus Systems, Inc.	546 BEC
Informix Software, Inc.	1010 BEC
Infosphere, Inc.	1300 BEC
Insight Development Corp.	5662 WTC
Insignia Solutions, Inc.	600 BEC
Intergraph Corp.	2041 BEC
Invention Software	1709 BEC

Kennect Technology	2045 BEC
Kevin J. Doyle Computer Systems Consulting	5655 WTC
La Cie, Ltd.	5410 WTC
Language Systems Corp.	419 BEC
MacOrchard, Inc.	2044 BEC
MacProducts USA	5227 WTC
MacroMind, Inc.	130 BEC
Market Engineering Corp.	5822 WTC
Meta Software Corp.	5528 WTC
MicroDynamics, Ltd.	5134 WTC
Microlytics, Inc.	403 BEC
Micro Planning International	1701 BEC
MicroSoft	5509 WTC
Millennium Software	5542 WTC
Monogram Software, Inc.	1652 BEC
Monotype Typography, Inc.	5009 WTC
Natural Intelligence Inc.	310 BEC
North Edge Software	5219 WTC
New Horizons Software, Inc.	547 BEC
Notis Corp.	824 BEC
Novell, Inc.	1930 BEC
Odesta Corp.	5240 WTC
OHM Software Co.	451 BEC
Olduvai Corp.	1706 BEC
Oracle Corp.	1718 BEC
Pacer Software, Inc.	5613 WTC
Paperback Software	2064 BEC
Paragon Concepts, Inc.	649 BEC
PCPC	5362 WTC
PMC Telesystems, Inc.	1536 BEC
Portfolio Systems	5001 WTC
PowerUp Software Corp.	647 BEC
Prism Technologies, Inc.	151 BEC
ProPlus Software, Inc.	5466 WTC
ProVue Development	168 BEC
SBT Corp.	5146 WTC
Select Micro Systems, Inc.	447 BEC
Shana Corp.	323 BEC
SilverPlatter Information, Inc.	450 BEC
Softview, Inc.	5004 WTC
Software Ventures Corp.	1500 BEC
Solutions International	409 BEC
Somark Software, Inc.	609 BEC
SPSS, Inc.	616 BEC
Strata, Inc.	5758 WTC
Sun Remarketing	5061 WTC
Symantec	5104 WTC
Symmetry Corp.	5233 WTC
Synex	2052 BEC
SYSTAT, Inc.	5052 WTC
T/Maker Co.	1522 BEC
TPS Electronics	5619 WTC
TreeAge Software, Inc.	155 BEC
Trendware	5556 WTC
Tutorland	5538 WTC

Varcon Systems, Inc.	1909 BEC
Virginia Systems	5544 WTC
Voyager Co., The	446 BEC
Whitesmiths Australia	131 BEC
Williams & Macias, Inc.	1518 BEC
Wolfram Research	156 BEC
Xerox Imaging Systems, Inc.	5551 WTC
Zedcor, Inc.	5514 WTC

Communications

1st Aid Software	1312 BEC
Adobe Systems, Inc.	426 BEC
Alisa Systems	636 BEC
Articulate Systems, Inc.	324 BEC
Avatar Corp.	5102 WTC
Cayman Systems	415 BEC
Chisholm	5054 WTC
CompuServe, Inc.	1644 BEC
Connect, Inc.	5651 WTC
Dantz Development Corp.	5007 WTC
DataViz	5133 WTC
Dayna Communications, Inc.	5204 WTC
DCA	1618 BEC
Disini Software	634 BEC
Dynamic Microprocessor Associates, Inc.(DMA)	319 BEC
Educorp	1106 BEC
Emerald City Software	620 BEC
Excelan	5628 WTC
FairField Software, Inc.	2067 BEC
Farallon Computing	1506 BEC
Federation of International Distributors	646 BEC
Hayes Microcomputer Products, Inc.	200 BEC
HyperLink Magazine	568 BEC
IC Products	654 BEC
Informix Software, Inc.	1010 BEC
Infosphere, Inc.	1300 BEC
Insignia Solutions, Inc.	600 BEC
Intergraph Corp.	2041 BEC
Kennect Technology	2045 BEC
KMW Systems Corp.	5564 WTC
MacOrchard, Inc.	2044 BEC
Micro Planning Intl.	1701 BEC
MacroMind, Inc.	130 BEC
Microsoft	5509 WTC
Millennium Software	5542 WTC
Pacer Software, Inc.	5613 WTC
Paragon Concepts, Inc.	649 BEC
PCPC	5362 WTC
Prometheus Products	401 BEC



Product List by Category

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Product List by Category

Company Name	Booth #	Company Name	Booth #	Company Name	Booth #
Imagine That, Inc.	644 BEC	Emerald City Software	620 BEC	Dayna Communications, Inc.	5204 WTC
Informix Software, Inc.	1010 BEC	Farallon Computing	1506 BEC	DCA	1618 BEC
Innovative Systems, Inc.	810 BEC	Great Wave Software	209 BEC	DeltaPoint, Inc.	5452 WTC
Insight Development Corp.	5662 WTC	Heizer Software	5522 WTC	Design Science	137 BEC
Intergraph Corp.	2041 BEC	Human Intellect Systems	348 BEC	Digital Vision, Inc.	5663 WTC
Invention Software	1709 BEC	Informix Software, Inc.	1010 BEC	Eastman Kodak	5020 WTC
Kennect Technology	2045 BEC	Insignia Solutions, Inc.	600 BEC	Educorp	1106 BEC
Language Systems Corp.	419 BEC	Intergraph Corp.	2041 BEC	Electronic Arts	1922 BEC
MacroMind, Inc.	130 BEC	Invention Software	1709 BEC	Emerald City Software	620 BEC
Media Cli-Art, Inc.	1112 BEC	Language Systems Corp.	419 BEC	Federation of International Distributors	646 BEC
Meta Software	5528 WTC	Learning Services, Inc.	917 BEC	FlipTrack Learning Systems	820 BEC
Micro CAD/CAM Systems, Inc.	5659 WTC	MacOrchard, Inc.	2044 BEC	Generic Software, Inc.	237 BEC
Micro Dynamics, Ltd.	5134 WTC	Micro Planning Intl.	1701 BEC	Hewlett-Packard Co.	5427 WTC
Microspot	1824 BEC	MacroMind, Inc.	130 BEC	Howard W. Sams & Co.	5261 WTC
Millennium Software	5542 WTC	Microsoft	5509 WTC	Howtek, Inc.	804 BEC
Mountain Lake Software, Inc.	346 BEC	Millenium Software	5542 WTC	ICOM Simulations, Inc.	5211 WTC
National Instruments	5221 WTC	Mountain Lake Software, Inc.	346 BEC	IC Products	654 BEC
North Edge Software	5219 WTC	OHM Software Co.	451 BEC	IDD/Innovative Data Design, Inc.	5214 WTC
Odesta Corp.	5240 WTC	Olduvai Corp.	1706 BEC	Image Club Graphics, Inc.	2022 BEC
Pacer Software, Inc.	5613 WTC	Opcode Systems	1808 BEC	InFocus Systems, Inc.	546 BEC
Palomar Software	135 BEC	Paragon Concepts, Inc.	649 BEC	Informix Software, Inc.	1010 BEC
Paragon Concepts, Inc.	649 BEC	San Diego Levco Sales	1600 BEC	Insight Development Corp.	5662 WTC
PCPC	5362 WTC	Somak Software, Inc.	609 BEC	Insignia Solutions, Inc.	600 BEC
Perceptics Corp.	449 BEC	Strata, Inc.	5758 WTC	Intergraph Corp.	2041 BEC
Prescience Corp.	342 BEC	Strategic Studies Group	131 BEC	Invention Software	1709 BEC
Schlumberger CAD/CAM	2062 BEC	TechAlliance	5062 WTC	Kennect Technology	2045 BEC
Second Wave, Inc.	1318 BEC	Trendware	5556 WTC	La Cie, Ltd.	5140 WTC
SilverPlatter Information, Inc.	450 BEC	Visual Information Development, Inc.	5828 WTC	LaserMax	1022 BEC
SPSS, Inc.	616 BEC	Varcon Systems, Inc.	1909 BEC	Learning Services, Inc.	917 BEC
Strata, Inc.	5758 WTC	Voyager Co., The	446 BEC	Levco Sales	1600 BEC
Symantec	5104 WTC			Locker Typesetting Equipment	1631 BEC
SYSTAT, Inc.	5052 WTC			MacOrchard, Inc.	2044 BEC
Texas Instruments	1942 BEC			MacProducts USA	5227 WTC
TreeAge Software, Inc.	155 BEC			MacroMind, Inc.	130 BEC
VAMP, Inc.	5164 WTC			Media Clip-Art	1112 BEC
Varcon Systems, Inc.	1909 BEC			Mesac Inc.	5005 WTC
Visual Information Development, Inc.	5828 WTC			Meta Software	5528 WTC
Wolfram Research, Inc.	156 BEC			Micro Dynamics, Ltd.	5134 WTC
XTree Co.	816 BEC			Microlytics, Inc.	403 BEC
				Microspot	1824 BEC
				Microtek Lab, Inc.	336 BEC
				Millennium Software	5542 WTC
				Moniterm Corp.	5634 WTC
				Monotype Typography, Inc.	5009 WTC
				Multi-Ad Services, Inc.	5724 WTC
				NEC Home Electronics	256 BEC
				New Image Technology, Inc.	5639 WTC
				OHM Software Co.	451 BEC
				Olduvai Corp.	1706 BEC
				Palomar Software	135 BEC
				Paperback Software	2064 BEC
				Paragon Concepts, Inc.	649 BEC
				PCPC	5362 WTC
				Prescience Corp.	342 BEC
				Qume Corp.	1906 BEC

Graphics/Desktop Publishing

Adobe Systems, Inc.	426 BEC
Advent computer Products, Inc.	5670 WTC
Aldus Corp.	1322 BEC
Altsys Corp.	1619 BEC
Aperture Technology	2103 BEC
Articulate Systems, Inc.	324 BEC
Ashlar, Inc.	520 BEC
Autodesk, Inc.	555 BEC
Broderbund Software	5565 WTC
C.A.R., Inc.	443 BEC
Casady & Greene	5570 WTC
Ceres Software, Inc.	921 BEC
Chorus Supercomputer	161 BEC
Clarix Corp.	5262 WTC
Cognition Technology Corp.	1206 BEC
Complete PC, The	2111 BEC
Computer Friends, Inc.	1621 BEC
Cricket Software	5458 WTC
Custom Applications, Inc.	5011 WTC
Data Translation	5434 WEC

Entertainment/Development

1st Aid Software	1312 BEC
Aapps Corp.	368 BEC
Addison-Wesley Publishing Co.	1530 BEC
Andromeda Computer Systems, Ltd.	159 BEC
Casady & Greene	5570 WTC
Coda Music Software	5625 WTC
Data Translation	5434 WTC
Digidesign	5025 WTC
Eastman Kodak	5020 WTC
Educorp	1106 BEC

Product List by Category

Company Name	Booth #	Company Name	Booth #	Company Name	Booth #
Scholarly Technologies	5862 WTC	Kennect Technology	2045 BEC	Dayna Communications	5204 WTC
Scion Corp.	5666 WTC	La Cie, Ltd.	5410 WTC	Educorp	1106 BEC
Select Micro Systems, Inc.	447 BEC	Language Systems Corp.	419 BEC	Emerald City Software	620 BEC
Shana Corp.	323 BEC	Learning Services, Inc.	917 BEC	Exodus Software	369 BEC
Softview, Inc.	5004 WTC	MacOrchard, Inc.	2044 BEC	FairField Software, Inc.	2067 BEC
Solutions International	409 BEC	Media Clip-Art, Inc.	1112 BEC	Heizer Software	5522 WTC
Somak Software, Inc.	609 BEC	Micro Planning International	1701 BEC	HJC Software, Inc.	344 BEC
Springboard Software, Inc.	1207 BEC	Microlytics, Inc.	403 BEC	ICOM Simulations, Inc.	5211 WTC
Strata, Inc.	5758 WTC	Microsoft	5509 WTC	IDD/Innovative Data Design, Inc.	5214 WTC
Sun Marketing	5061 WTC	Monogram Software, Inc.	1625 BEC	Insight Development corp.	5662 WTC
SuperMac Technology	5152 WTC	Natural Intelligence, Inc.	310 BEC	Insignia Solutions, Inc.	600 BEC
Symantec	5104 WTC	New Horizons Software, Inc.	547 BEC	Invention Software	1709 BEC
Symmetry Corp.	5233 WTC	New Image Technology, Inc.	5639 WTC	La Cie, Ltd.	5410 WTC
SYSTAT, Inc.	5052 WTC	Nolo Press, Inc.	442 BEC	Macintosh Bible, The	149 BEC
T/Maker Co.	1522 BEC	North Edge Software	5219 WTC	MacOrchard, Inc.	2044 BEC
TPS Electronics	5619 WTC	Odesta Corp.	5240 WTC	Microlytics, Inc.	403 BEC
VAMP, Inc.	5164 WTC	OHM Software Co.	451 BEC	Microspot	1824 BEC
Varcon Systems, Inc.	1909 BEC	Palomar Software	135 BEC	Millennium Software	5542 WTC
Visual Information Development, Inc.	5828 WTC	Paragon Concepts, Inc.	649 BEC	Natural Intelligence, Inc.	310 BEC
Wolfram Research	156 BEC	PCPC	5362 WTC	Olduvai Corp.	1706 BEC
Xerox Imaging Systems, Inc.	5551 WTC	PMC Telesystems, Inc.	1536 BEC	Paragon Concept, Inc.	649 BEC
Zedcor, Inc.	5514 WTC	Portfolio Systems	5001 WTC	PCPC	5362 WTC
Personal Business/Home		PowerUp Software Corp.	647 BEC	PLI	330 BEC
1st Aid Software	1312 BEC	Prism Technologies, Inc.	151 BEC	PowerUp Software Corp.	647 BEC
Andromeda Computer Systems, Ltd.	159 BEC	Quantum Access, Inc.	157 BEC	Prescience Corp.	342 BEC
Articulate Systems, Inc.	324 BEC	Softview, Inc.	5004 WTC	Relax Technology, Inc.	5237 WTC
BMUG, Inc.	314 BEC	Somak Software, Inc.	609 BEC	Second Wave, Inc.	1318 BEC
Bravo Technologies, Inc.	5504 WTC	Springboard Software, Inc.	1207 BEC	Solutions Intl.	409 BEC
Broderbund Software	5565 WTC	Strata, Inc.	5758 WTC	Somak Software, Inc.	609 BEC
C.A.R., Inc.	443 BEC	Strategic Studies Group	131 BEC	Strata, Inc.	5758 WTC
Casady & Greene	5570 WTC	Sun Remarketing	5061 WTC	SuperMac Technology	5152 WTC
Ceres Software, Inc.	921 BEC	Symantec	5104 WTC	Symantec	5104 WTC
Chang Labs	5504 WTC	Symmetry Corp.	5233 WTC	Symmetry Corp.	5233 WTC
Clarix Corp.	5262 WTC	T/Maker Co.	1522 BEC	TechAlliance	5062 WTC
Cultural Resources, Inc.	2101 BEC	Trendware	5556 WTC	T/Maker Co.	1522 BEC
Disini Software	634 BEC	Varcon Systems, Inc.	1909 BEC	Traveling Software	640 BEC
Educorp	1106 BEC	Voyager Co., The	446 BEC	Trendware	5556 WTC
Electronic Arts	1922 BEC	Williams & Macias, Inc.	1518 BEC	Truvision, Inc.	536 BEC
Emerald City Software	620 BEC	Wolfram Research, Inc.	156 BEC	Virginia Systems, Inc.	5544 WTC
Exodus Software	369 BEC	Zedcor, Inc.	5514 WTC	Varcon Systems, Inc.	1909 BEC
FairField Software, Inc.	2067 BEC	Utilities		Voyager Co., The	446 BEC
Farallon Computing	1506 BEC	1st Aid Software	1312 BEC	Xerox Imaging Systems, Inc.	5551 WTC
Generic Software, Inc.	237 BEC	Aapps Corp.	368 BEC	XTree Co.	816 BEC
Great Plains software	1830 BEC	Addison-Wesley Publishing Co.	1530 BEC	Zedcor, Inc.	5514 WTC
Heizer Software	5522 WTC	Andromeda Computer Systems, Ltd.	159 BEC	Word Processing	
Human Intellect Systems	348 BEC	Blackhole Technology, Inc.	1314 BEC	Aapps Corp.	368 BEC
HyperLink Magazine	568 BEC	Bravo Technologies, Inc.	5504 WTC	Articulate Systems, Inc.	324 BEC
Informix Software, Inc.	1010 BEC	Casady & Greene	5570 WTC	Ashton-Tate	1332 BEC
Infosphere, Inc.	1300 BEC	Custom Applications, Inc.	5011 WTC	C.A.R., Inc.	443 BEC
Intergraph Corp.	2041 BEC	Dantz Development Corp.	5007 WTC	Caere Corp.	354 BEC
		Data Pad Corp.	339 BEC	Ceres Software, Inc.	921 BEC

BEC indicates Bayside Exposition Center WTC indicates World Trade Center

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Company Name	Booth #	Company Name	Booth #	Company Name	Booth #
Chang Labs	5504 WTC	Interex Computer Products	414 BEC	KMW Systems Corp.	5564 WTC
Chisholm	5054 WTC	Intergraph Corp.	2041 BEC	LaserMax	1022 BEC
Clarix Corp.	5262 WTC	Kevin J. Doyle Computer Systems Consulting	5655 WTC	Levco Sales	1600 BEC
Customs Applications, Inc.	5011 WTC	MacAcademy/fmi, Inc.	5864 WTC	MacProducts USA	5227 WTC
DeltaPoint, Inc.	5452 WTC	Micro Planning Intl.	1701 BEC	MASS Microsystems	1710 BEC
Design Science	137 BEC	Micro Dynamics, Ltd.	5134 WTC	Microtech Intl., Inc.	100 BEC
Emerald City Software	620 BEC	Microlytics, Inc.	403 BEC	Miro Data Systems	262 BEC
Exodus Software	368 BEC	Microtek Lab, Inc.	336 BEC	Mobius Technologies, Inc.	626 BEC
Hewlett-Packard Co.	5427 WTC	Millennium Software	5542 WTC	National Instruments	5221 WTC
Insight Development Corp.	5662 WTC	National Instruments	5221 WTC	National Semiconductor	1412 BEC
Learning Services, Inc.	917 BEC	Natural Intelligence, Inc.	310 BEC	NEC Home Electronics	256 BEC
MacOrchard, Inc.	2044 BEC	Niles & Associates, Inc.	445 BEC	Nemonix Inc.	5330 WTC
Microlytics, Inc.	403 BEC	North Edge Software	5219 WTC	Newer Technology, Inc.	5762 WTC
Microsoft	5509 WTC	notis Corp.	824 BEC	New Image Technology, Inc.	5639 WTC
Monotype Typography, Inc.	5009 WTC	OHM Software Co.	451 BEC	Novell, Inc.	1930 BEC
New Horizons Software, Inc.	547 BEC	Portfolio Systems	5001 WTC	Panamax	5265 WTC
New Image Technology, Inc.	5639 WTC	PowerUp Software Corp.	647 BEC	PCPC	5362 WTC
Niles & Associates, Inc.	445 BEC	Prism Technologies, Inc.	151 BEC	Radius, Inc.	5304 WTC
Olduvai Corp.	1706 BEC	SilverPlatter Information, Inc.	450 BEC	Relax Technology	5237 WTC
Paragon Concepts, Inc.	649 BEC	SPSS, Inc.	616 BEC	Scholarly Technologies	5862 WTC
Prescience Corp.	342 BEC	Strata, Inc.	5758 WTC	Scion Corp.	5666 WTC
Symantec	5104 WTC	Strategic Studies Group	131 BEC	Second Wave, Inc.	1318 BEC
Symmetry Corp.	5233 WTC	SYSTAT, Inc.	5052 WTC	Sigma Systems	5604 WTC
T/Maker Co.	1522 BEC	TechAlliance	5062 WTC	Sun Remarketing	5061 WTC
Tutorland	5538 WTC	Texas Instruments	1942 BEC	SuperMac Technology	5152 WTC
Wordperfect Corp.	5112 WTC	TPS Electronics	5619 WTC	TechAlliance	5062 WTC
Xerox Imaging Systems, Inc.	5551 WTC	Varcom Systems, Inc.	1909 BEC	Texas Instruments	1942 BEC
		Virginia Systems, Inc.	5544 WTC	Total Systems	549 BEC
		Voyager Co., The	446 BEC	Truevision, Inc.	536 BEC
		Wolfram Research, Inc.	156 BEC	Wallaby Systems	5019 WTC

Miscellaneous

1st Aid Software	1312 BEC
Adobe Systems, Inc.	426 BEC
American Power Conversion	650 BEC
Andromeda Computer Systems, Ltd.	159 BEC
BMUG, Inc.	314 BEC
C.A.R., Inc.	443 BEC
Caere Corp.	354 BEC
Chisholm	5054 WTC
Chorus Supercomputer	161 BEC
Coda Music Software	5625 WTC
Dayna Communications, Inc.	5204 WTC
DCA	1618 BEC
Educorp	1106 BEC
Farallon Computing	1506 BEC
Federation of International Distributors	646 BEC
FlipTrack Learning Systems	820 BEC
Human Intellect Systems	348 BEC
ICOM Simulations, Inc.	5211 WTC
Imagine That, Inc.	644 BEC
Informix Software, Inc.	1010 BEC
Insight Development Corp.	5662 WTC
Insignia Solutions, Inc.	600 BEC

Hardware Boards

Advent Computer Products, Inc.	5670 WTC
Alpha Microsystems	542 BEC
Avatar Corp.	5102 WTC
Benchmark Labs, Inc.	2055 BEC
Chorus Supercomputer	161 BEC
ComData, Inc.	818 BEC
Computer Friends, Inc.	1621 BEC
Data Translation	5434 WTC
Daystar Digital	554 BEC
DCA	1618 BEC
Digidesign	5025 WTC
Digital Vision	5663 WTC
Dove Computer Corp.	5128 WTC
Eastman Kodak	5020 WTC
Excelan	5628 WTC
Federation of International Distributors	646 BEC
IC Products	654 BEC

Digitizers/Scanners

Aapps Corp.	368 BEC
Advent Computer Products, Inc.	5670 WTC
Articulate Systems, Inc.	324 BEC
Barneyscan Corp.	1736 BEC
CalComp, Inc.	5151 WTC
Circuit Research Corp.	545 BEC
Complete PC, The	2111 BEC
Computer Friends	1621 BEC
Data Translation	5434 WTC
Digital Vision, Inc.	5663 WTC
Eastman Kodak	5020 WTC
Ergotron	1417 BEC
Everex Systems	5120 WTC
Hewlett-Packard Co.	5427 WTC
Howtek, Inc.	804 BEC
Kurta Corp.	1636 BEC
Locker Typesetting Equipment	1631 BEC
Logitech Inc.	5516 WTC
MacProducts USA	5227 WTC
Media Clip-Art, Inc.	1112 BEC

Product List by Category

Company Name

Booth

Mesac Inc.	5005 WTC
Microtek Lab, Inc.	336 BEC
New Image Technology	5639 WTC
Panamax	5265 WTC
Perceptics Corp.	449 BEC
Scholarly Technologies	5862 WTC
Scion Corp.	5666 WTC
Summagraphics Corp.	5552 WTC
TPS Electronics	5619 WTC
Truvel Corp.	5167 WTC
Xerox Imaging	5551 WTC

Display

Aapps Corp.	368 BEC
Adobe Systems, Inc.	426 BEC
Chisholm	5054 WTC
Eastman Kodak	5020 WTC
E-Machines	5503 WTC
Ergotron, Inc.	1417 BEC
IC Products	654 BEC
Ikegami Electronics (USA), Inc.	2018 BEC
MacProducts USA	5227 WTC
Media Clip-Art, Inc.	1112 BEC
Miro Data Systems	262 BEC
Moniterm Corp.	5634 WTC
National Semiconductor	1412 BEC
NEC Home Electronics	256 BEC
NoRad Corp.	642 BEC
nView Corp.	2054 BEC
Panamax	5265 WTC
PCPC	5362 WTC
Radius, Inc.	5304 WTC
Relax Technology, Inc.	5237 WTC
Scholarly Technologies	5862 WTC
Sigma Designs, Inc.	5604 WTC
Wallaby Systems, Inc.	5019 WTC

Hard Disks/Storage

Alpha Microsystems	542 BEC
Archive	5812 WTC
Benchmark Labs, Inc.	2055 BEC
CMS Enhancements, Inc.	5168 WTC
Dantz Development Corp.	5007 WTC
Everex Systems	5120 WTC
Federation of International Distributors	646 BEC
Imprimis Technology, Inc.	5621 WTC
Insight Development Corp.	5662 WTC
Iomaga Corp.	408 BEC

Company Name

Booth

Jasmine Technology	5420 WTC
Kennect Technology	2045 BEC
La Cie, Ltd.	5410 WTC
Learning Services, Inc.	917 BEC
MacOrchard, Inc.	2044 BEC
MacProducts USA	5227 WTC
MACsetra Technologies Intl., Inc.	2068 BEC
MASS Microsystems	1710 BEC
Maynard	142 BEC
MicroNet Technology, Inc.	5534 WTC
Microtech Intl., Inc.	100 BEC
Newer Technology, Inc.	5762 WTC
PCPC	5362 WTC
Pinnacle Micro, Inc.	514 BEC
PLI	330 BEC
ProCom Technology	5770 WTC
Rodime Systems	1400 BEC
Relax Technology	5237 WTC
Scholarly Technologies	5862 WTC
Second Wave	1318 BEC
Storage Dimensions	526 BEC
Sumo Systems	2120 BEC
Sun Remarketing	5061 WTC
SuperMac Technology	5152 WTC
Techmar	5633 WTC
Wallaby Systems, Inc.	5019 WTC
Western Digital	716 BEC

Modems

Alpha Microsystems	542 BEC
Articulate Systems, Inc.	324 BEC
Blackhole Technology, Inc.	1314 BEC
Circuit Research Corp.	545 BEC
CMS Enhancements, Inc.	5168 WTC
Computer Friends	1621 BEC
CONNECT, Inc.	5651 WTC
DataSpace	5556 WTC
Everex Systems	5120 WTC
Hayes Microcomputer Products, Inc.	200 BEC
IC Products	654 BEC
Jasmine Technology	5420 WTC
La Cie, Ltd.	5410 WTC
Learning Services, Inc.	1917 BEC
MacProducts USA	5227 WTC
Panamax	5265 WTC
PCPC	5362 WTC
Prometheus Products	401 BEC
Shiva Corp.	1211 BEC
Sun Remarketing	5061 WTC
Tri-Cuit Systems, Inc.	325 BEC

Company Name

Booth

Printers/Printer Accessories

Adobe Systems, Inc.	426 BEC
BDT Products	5142 WTC
CalComp, Inc.	5151 WTC
Circuit Research Corp.	545 BEC
Computer Friends, Inc.	1621 BEC
DataSpace	5556 WTC
Eastman Kodak	5020 WTC
Everex Systems	5120 WTC
Federation of International Distributors	646 BEC
Hewlett-Packard Co.	5427 WTC
Howtek, Inc.	804 BEC
Insight Development Corp.	5662 WTC
Interex Computer Products	414 BEC
Jasmine Technology	5420 WTC
La Cie, Ltd.	5410 WTC
LaserMax	1022 BEC
Learning Services, Inc.	917 BEC
Locker Typesetting Equipment	1631 BEC
MacProducts USA	5227 WTC
Media Clip-Art, Inc.	1112 BEC
Mesac Inc.	5005 WTC
Mitsubishi Intl. Corp.	268 BEC
NEC Home Electronics	256 BEC
NEC Information Systems	256 BEC
NewGen Systems Corp.	5157 WTC
Palomar Software	135 BEC
Panamax	5265 WTC
QMS, Inc.	660 BEC
Qume Corp.	1906 BEC
Seiko Instruments, USA, Inc.	5767 WTC
Sun Remarketing	5061 WTC
Tektronix, Inc.	706 BEC
Texas Instruments	1942 BEC
Toshiba America Information Systems, Inc.	5405 WTC

Miscellaneous

Alpha Microsystems	542 BEC
American Power Conversion	650 BEC
Benchmark Labs, Inc.	2055 BEC
Blackhole Technology	1314 BEC
Cambridge North America	2106 BEC
Cayman Systems, Inc.	415 BEC
Chisholm	5054 WTC
Chorus Supercomputer	161 BEC
CMS Enhancements	5168 WTC
ComData, Inc.	818 BEC
Complete PC, The	2111 BEC
Computer Giftware Co., The	318 BEC

THURSDAY AUGUST 10 | FRIDAY AUGUST 11 | SATURDAY AUGUST 12

Company Name	Booth #
Miscellaneous	
Mail Order	
Americal Group	911 BEC
BMUG Inc.	314 BEC
Dr. Mac, Inc.	5609 WTC
ERM Inc./Electronic Liquidator	2100 BEC
Educorp	1106 BEC
FlipTrack Learning Systems	820 BEC
Heizer Software	5522 WTC
HyperLink Magazine	568 BEC
Jasmine Technology	5420 WTC
La Cie, Ltd.	5410 WTC
Learning Services, Inc.	917 BEC
Logical Operations, Inc.	5524 WTC
MacAcademy/fmi, Inc.	5864 WTC
MacConnection	1540 BEC
Macintosh Bible, The	149 BEC
Macintosh Video News, Inc.	5065 WTC
MacProducts USA	5227 WTC
Media Clip-Art	1112 BEC
Smack-a-Mac!	1635 BEC
Somak Software, Inc.	609 BEC
Sun Remarketing	5061 WTC
TechAlliance	5062 WTC

Microprocessors/CPUs

Avery Commercial Products	2114 BEC
Cambridge North America	2106 BEC
Chorus Supercomputer	161 BEC
Dove Computer Corp.	5128 WTC
Dynamac Computer Products, Inc.	5213 WTC
Levco Sales	1600 BEC
Newer Technology	5762 WTC
Panamax	5265 WTC
Scholarly Technologies	5862 WTC
Texas Instruments	1942 BEC
Total Systems	549 BEC
Wallaby Systems	5019 WTC

1st Aid Software	1312 BEC
Addison-Wesley Publishing Co.	1530 BEC
Ashton-Tate	1332 BEC
Bantam Electronic Publishing	5858 WTC
BMUG, Inc.	314 BEC
C.A.R., Inc.	443 BEC
CD-ROM Enduser	5003 WTC
Computer Currents	5520 WTC
ERM Inc./Electronic Liquidator	2100 BEC
Heizer Software	5522 WTC
Howard W. Sams & Co.	5261 WTC
Hyperlink Magazine	568 BEC
InfoWorld	315 BEC
Logical Operations, Inc.	5524 WTC
MacBusiness Journal	1907 BEC
MacGuide Magazine	2060 BEC
Macintosh Bible, The	149 BEC
Macintosh Buyer's Guide, The	5319 WTC
Macintosh Video News, Inc.	5065 WTC
MacWorld Communications	1306 BEC
McGraw-Hill Information Services	308 BEC
Nolo Press, Inc.	442 BEC
TechAlliance	5062 WTC

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GIVE YOUR EYES A BREAK

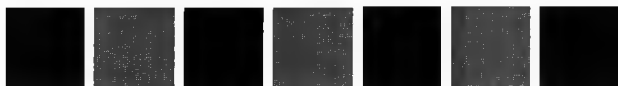


If you need color on cue for desktop publishing, CAD/CAM, presentation graphics or any other task requiring the most realistic images possible, the PCPC II/32 High Resolution Color Graphics System provides the power and performance to capture every shot. Crispness and brilliance are yours as never before. Need colors, and lots of them? You can choose from almost 17 million different ones. With this kind of real-time quality, you are free to pool all your resources and be the best you can be. And all this happens on an absolutely flicker-free Trinitron™ monitor with a picture so sharp it must be seen to be believed! Down time? With the PCPC II/32, down time is all but a thing of the past. What could be better? More personalized choices, of course - just to ensure that you have your ideal system - a super workstation or executive center - PCPC offers two monitor sizes, so don't get hustled. If the color of your money is important to you, give your eyes the break they deserve!



Personal Computer Peripherals Corporation

4710 Eisenhower Blvd., Building A-4
Tampa, FL 33634
800-622-2888
813-884-3092



Product List by Category

Company Name

Booth

Retailer

ERM Inc./Electronic Liquidator	2100 BEC
Macintosh Video News, Inc.	5065 WTC
MacOrchard, Inc.	2044 BEC
Media Clip-Art	1112 BEC
Smack-a-Mac!	1635 BEC
TechAlliance	5062 WTC

Services

Answer Software Corp.	2108 BEC
Ashton-Tate	1332 BEC
CompuServe, Inc.	1644 BEC
Computer Giftware Co., The	318 BEC
Disini Software	634 BEC
FairField Software, Inc.	2067 BEC
Federation of International Distributors	646 BEC
Heizer Software	5522 WTC
Logical Operations, Inc.	5524 WTC
MacAcademy/fmi, Inc.	5864 WTC
MacTemps	5643 WTC
SilverPlatter Information, Inc.	450 BEC
Sun Remarketing	5061 WTC
TechAlliance	5062 WTC
Total Systems	549 BEC

User Groups

Ashton-Tate	1332 BEC
BMUG, Inc.	314 BEC
C.A.R., Inc.	443 BEC
Chisholm	5054 WTC
CompuServe, Inc.	1644 BEC
ERM Inc./Electronic Liquidator	2100 BEC
Media Clip-Art, Inc.	1112 BEC
National Instruments	5221 WTC
Newer Technology, Inc.	5762 WTC

Notes

Additional Exhibitors

Continued from page 115

Graphisoft 453 **BEC**
400 Oyster Point Blvd., Ste. 520
So. San Francisco, CA 94080

ArchiCAD is a high-end 2D/3D architectural building modeler, which optimizes the construction process for producing 2D plans and obtaining elevations, sections, bill-of-materials and 3D visualizations. With its well integrated Macintosh interface, ArchiCAD aids in constructing buildings by assembling elements, such as slabs, walls and roofs from palettes and libraries of building components. ArchiCAD integrates and streamlines the design process, beginning with construction drawings during the conceptualization phase, through the final working documents, all the way to 3D color renderings with full solid modeling features and a comprehensive bill-of-materials capability for materials management and cost analysis. Target Customers: Architects and construction professionals, Building contractors, Interior Designers, space planners and facilities managers.

Laser Charge, Inc. 561 **BEC**
12115 Roxie Drive
Austin, TX 78729

Laser Charge offers a business opportunity recharging toner cartridges for laser printers and personal copiers. Dealerships are available nationwide for \$4900 or \$6900 depending on what plan is chosen. New cartridges cost over \$100 a piece but trained Laser Charge dealers can now save 50% on customers toner cartridge cost and receive the same or better than new quality print. Please come by booth #561 for a free brochure and tape.

Maxem Corp. 200 **BEC**
7855 South River Parkway
Tempe, AZ 85284

Maxem will demonstrate CAUSE The Personal Programmer, CAUSE The Professional Programmer, and EFFECTS (vertical market applications.) Available for the Mac and the PC, CAUSE creates applications intuitively without syntax or code, using object-oriented programming techniques and a graphical interface, and

features cross-compatibility between the Mac and the PC. CAUSE also generates enduser documentation automatically. CAUSE The Professional Programmer includes an unlimited runtime license for generated application distribution. EFFECTS (vertical applications) written with CAUSE are stand-alone verticals published by Maxem, for which Maxem pays royalties to the author. Information will be available for dealers, VARs, authors, and developers.

Newbridge Networks 460 **BEC**
13873 Park Center Ste. 160
Herndon, VA 22071

Newbridge Data controllers lets up to 1500 users share peripheral devices; transfer files in the background; browse directories and files; carry on keyboard conversations; access hosts through terminal emulation; all with several levels of network security. RAM resident communications software makes desktop networking a reality in PC-MS/DOS and Macintosh environments.

RACET computers, Ltd. 354 **BEC**
3150 E. Birch St.
Brea, CA 92621

RACET will be showing its complete lines of integrated mass storage subsystems and StandAlone™ SCSI storage and backup devices. The H(igh) P(erformance) series of devices includes desktop and floor standing systems with capacities from 150MB to over 4GB per enclosure: backup options include 1/4" tape cartridge (150MB per cartridge), 4mm Digital Audio Tape (1.25GB per cartridge), 8mm helical scan (2.3GB per cartridge), and erasable magneto optical (600MB per 2 sided platter). The DAT and Magneto Optical devices are RACET's latest product introductions.

Spark International, Inc. 605 **BEC**
1939 Waukegan Rd.
Glenview, IL 60025

Spark International will be exhibiting its full line of COLOR and MONO-CHROME video boards for Mac SE, SE/30, II, IIx, and IIcx; as well as the SPARK 44MB removable Hard Drive System. SPARK GAC, Graphics Accelerator Card for the Mac SE is the first monochrome video board that also incorporates a 32-bit Motorola 68020 accelerator, 256k of high speed video memory and a large-screen monitor driver; optional 4MB of RAM and a 68881 coprocessor.

STF Technologies 2053 **BEC**
1817 Main St.
Higginsville, MO 64037

FAX^{stf} is the original fax modem for the Macintosh, with over two years of proven reliability and compatibility. New Version 2.0 software provides improved ease of use, AppleShare network support, automatic cover page generation, support for landscape printing, document transmission to single or multiple destinations, page collation and other important features making FAX^{stf} the standard of Mac facsimile. STF Technologies will also demonstrate a new low priced switch box for Macintosh users.

theResult Software, Inc. 563 **BEC**
616-D Guilford College Rd.
Greensboro, NC 27409

Dialoger™ allows the HyperCard® user to create and manipulate "real dialogs" with the click of a button. Dialogs are created in HyperCard using a simple and intuitive stack. The dialogs may contain popups, scrolling lists, radio buttons, check boxes, icons, etc. (even card art!)



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Notes

"The importance of the program cannot be overlooked ... it so fundamentally alters the mechanics of mathematics."

New York Times

Mathematica™

A System for Doing Mathematics by Computer™

Function: Numerical, symbolic, graphical computation, interactive programming. Integrated technical computing environment.

Numerical Computation: Arbitrary precision arithmetic, complex numbers, special functions (hypergeometric, elliptic, etc.), combinatorial and integer functions. Matrix operations, root finding, function fitting, Fourier transforms, numerical integration, minimization, linear programming.

Symbolic Computation: Equation solving, symbolic integration, differentiation, power series, limits. Algebraic operations, polynomial expansion, factorization, simplification. Operations on matrices, tensors, lists.

Graphics: 2D, 3D plots of functions, data, geometrical objects. Contour, density plots. 3D rendering with intersecting surfaces, lighting models, symbolic descriptions. Color PostScript output, publication quality graphics, animation (most versions).

Programming: High-level, interactive, symbolic system. Full procedural language, functional programming constructs. General transformation rule paradigm based on pattern matching.

External Interface: Input from external files, programs. Output in T_EX, C, FORTRAN, PostScript. Interactive external process control (most versions).

Macintosh User Interface: Notebook interactive documents mixing text, graphics, animations, *Mathematica* input, output. Macintosh front end can be used with kernels on other computers. Macintosh graphics standards used.

Documentation: "Mathematica: A System for Doing Mathematics by Computer" by Stephen Wolfram (Addison-Wesley, 1988) available at bookstores. Additional documentation is supplied with specific versions.

Versions Now Available: Apple Macintosh: \$495 (Plus, SE, etc.); \$795 (II, IIfx, SE/30, etc.) • 386-based MS-DOS systems: \$695 (no coprocessor); \$995 (287/387); \$1295 (Weitek) • Apollo DN 3000, 4000: \$2400 • DEC VAX VMS, ULTRIX, DECstation: from \$2400 • Hewlett-Packard 9000/300, 800: from \$2400 • IBM AIX/RT: \$2400 • MIPS: from \$5200 • NeXT: bundled as standard system software • Silicon Graphics IRIS-4D: from \$2800 • Sony NEWS: from \$2400 • Stellar GS-1000: \$8000 • Sun 3, 4, 386i: from \$2250 • Supercomputer and other versions also

available. • University, volume, reseller discounts available. Now shipping Version 1.2.

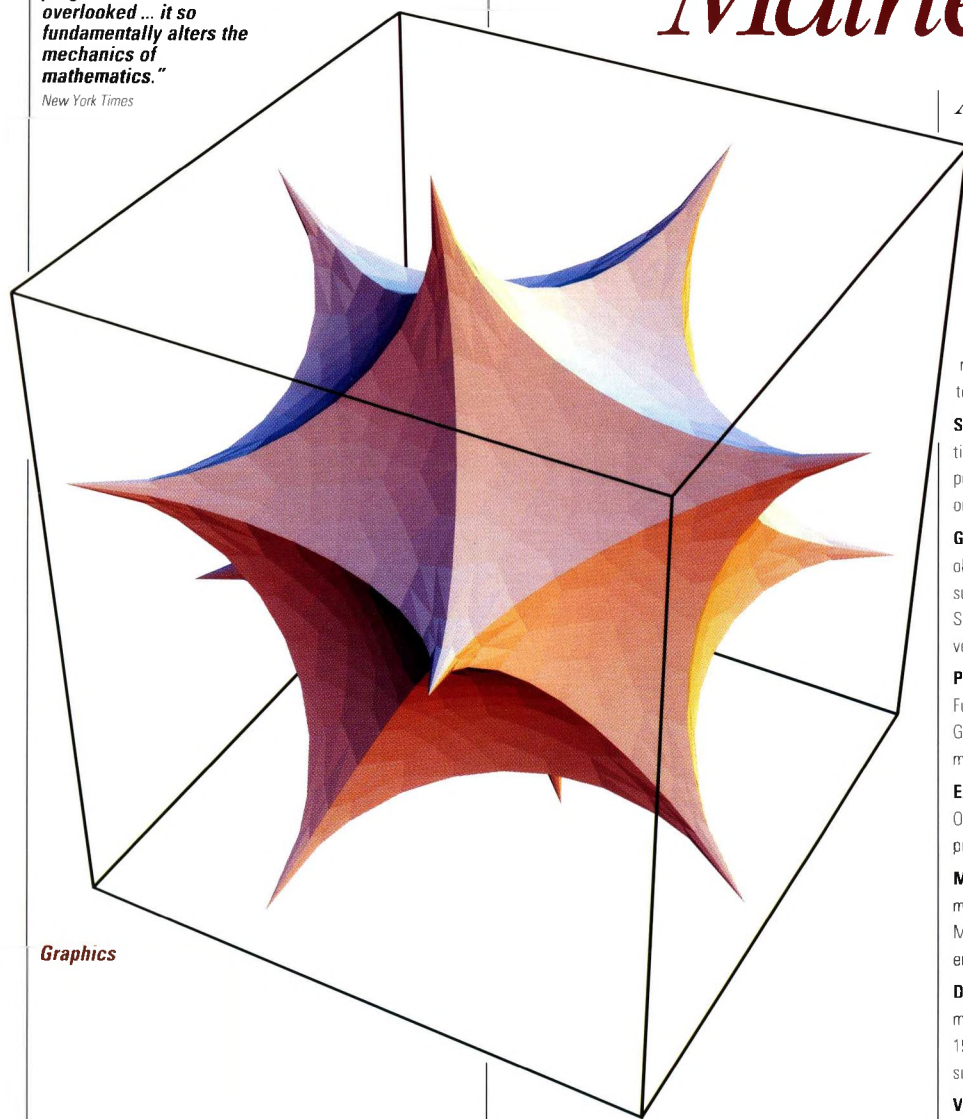
Implementation: 770 pre-defined *Mathematica* functions (C source 180,000 lines). Design, development led by Stephen Wolfram. Released June 1988.

Typical Applications: Research, engineering, education, mathematical modeling, publication graphics, data analysis, visualization, systems analysis, algorithm development.

See us at Bayside Exposition Center, Booth #156.

Wolfram Research, Inc.
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Information: 217-398-0700
Orders: 800-441-MATH

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Graphics

```
In[1]:= 3^63
Out[1]= 1144561273430837494885949696427

In[2]:= BesselK[8.4, 31 + I]
Out[2]= 1.16655 10^-14 - 2.03825 10^-14 I
```

Numerical Computation

```
log[1] = 0
log[E] = 1
log[x_ y_] := log[x] + log[y]
log[x_^n_] := n log[x]
```

Interactive Programming

```
In[1]:= Integrate[x/(a + Exp[x]), x]

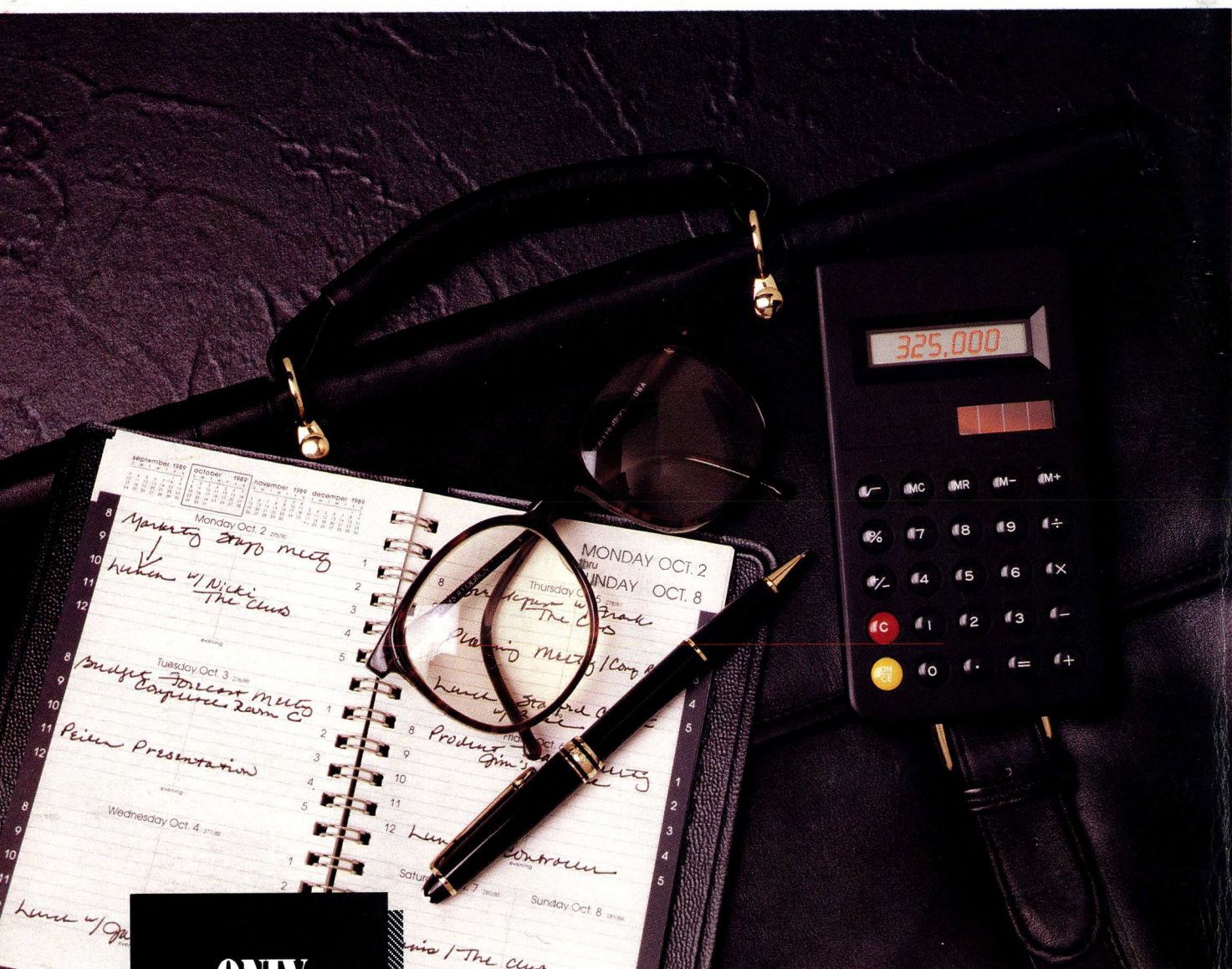
Out[1]=  $\frac{x^2}{2a} - \frac{x \operatorname{Log}[1 + \frac{E^x}{a}]}{a} - \frac{\operatorname{PolyLog}[2, -(\frac{E^x}{a})]}{a}$ 
```

Symbolic Computation

"Mathematica will revolutionize the teaching and learning of math by focusing on the prose of mathematics, without getting lost in the grammar."

Steven Jobs
President, NeXT, Inc.

Best 10 New Products
Business Week, 1988
Editor's Choice Award
MacUser, 1989
Award of Distinction
BYTE, 1988



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